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U.S. IT & E-COMMERCE TRADE MISSION TO SOUTHEAST ASIA

July 31 – August 9, 2001

- **Hanoi and Ho Chi Minh City, VIETNAM**
- **Manila, PHILIPPINES**
- **Kuala Lumpur, MALAYSIA**

The U.S. Department of Commerce will lead an information and electronic commerce technologies trade mission to the following cities: Hanoi and Ho Chi Minh City, Vietnam; Manila, Philippines; and Kuala Lumpur, Malaysia, July 31- August 9, 2001. It will include representatives from a variety of U.S. IT firms specializing in Internet technologies, e-commerce, and wireless technologies who are interested in entering or expanding their presence in Southeast Asia.

MARKET INFORMATION

Electronic commerce, web-enabled technologies, and wireless technologies will be hot business prospects in the 21st century in Southeast Asia. Businesses throughout the region are increasingly looking to Internet-enabling technologies to streamline their transactions along their supply chains and improve operational efficiency, and serve customers more effectively.

- Vietnam's market for IT products and services totaled \$234 million in 1999 according to International Data Corporation (IDC), and the market is expected to grow steadily at a compound annual growth rate of 23 percent between 1999 and 2004.
- The Philippines was the fastest growing market for U.S. high-tech exports between 1993 and 1999, quadrupling to \$4.9 billion. The Philippines is also becoming a major IT hub for multinationals.
- U.S. high-tech exports to Malaysia totaled \$6.2 billion, representing a 118 percent growth rate between 1993 and 1999. Malaysia is rapidly upgrading its telecommunications infrastructure to meet the growing demand for services and to enable value-added services such as electronic commerce, interactive distance learning, video-on-demand and interactive multimedia content.

WHY PARTICIPATE?

Business Contacts.

- One-on-one business meetings tailored to your product, market objectives, and type of representation/partnership you are seeking.
- Meetings with key government and industry decision makers in Vietnam, Malaysia, and the Philippines.
- Business receptions in Vietnam, Malaysia, and the Philippines where you can meet and network with key government and industry representatives and prospective business partners.

Market Exposure.

- Publicity in Vietnam, Malaysia, and the Philippines provided through press coverage, advance host country language press releases, and other promotional vehicles.

Logistical Support.

- Advance and on-site support provided by staff in Vietnam, Malaysia, and the Philippines
- On-site and pre-mission briefings given by government and industry experts on the local market and business climate.

PARTICIPATION CLOSING DATE: JUNE 29, 2001

For more information, contact: Tu-Trang Phan, Office of Information Technologies, Tel: 202-482-0480; Fax: 202-482-3002; Email: Tu-Trang_Phan@ita.doc.gov; Web: <http://ExportIT.ita.doc.gov>

EXPORT America

THE FEDERAL SOURCE FOR YOUR GLOBAL BUSINESS NEEDS
June 2001 Volume 2 Number 8 <http://exportamerica.doc.gov>

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U.S. DEPARTMENT OF COMMERCE
International Trade Administration

Donald L. Evans
Secretary of Commerce

Grant Aldonas
Under Secretary
for International Trade

Patrick Kirwan
Acting Director of Public Affairs

Cory Churches
Editor

John Ward
Contributing Editor

Amber Wolfe
Editorial Intern

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law of this department.

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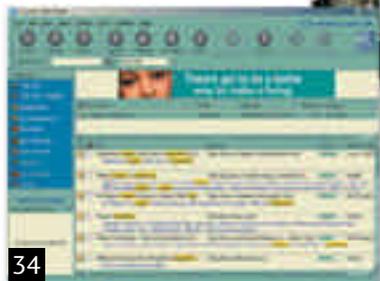
COVER BY DANIEL STAFFORD



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One online information, the ordering and delivery of services and merchandise and instant access to international news have changed the way we perceive and interact with our world.

Now, when confronted with a new product or service, we instinctively seek a web site for more information. But often it is difficult to filter out the information that is most important to our lives or businesses. The information deluge drowns out a lot of vital information making it more difficult to focus our attention on the relevant information. We have seen this with numerous small businesses that struggle to stay abreast of their markets, competitors—both home and abroad—government regulations, as well as market opportunities. These same businesses at the same time are challenged to run a successful business. It's no wonder that approximately 46 percent of all businesses fail within the first year of operation.

Our feature focuses on the efforts to streamline the information channel with regard to exporting, to allow small businesses one access point to all Federal Government export related programs. Export.Gov is the export portal designed to do this. Information ranging from how to determine if your business is export ready to expanding your markets can all be located in one place. BuyUSA.com is a partnership between the U.S. Commercial Service and IBM, building on the

Commercial Service's established domestic and international offices and IBM's innovative B2B expertise. BuyUSA.com allows subscribers to initiate and complete export transactions online.

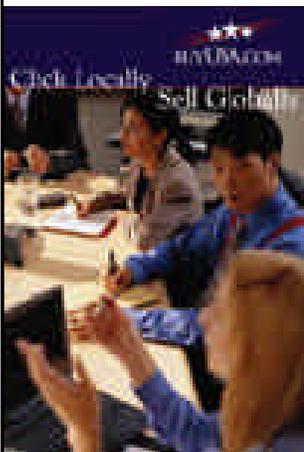
According to a recent Forrester Research report, most businesses report that the time and cost of finding, qualifying and transacting with international buyers and sellers prohibit them from venturing beyond domestic clients and suppliers. Via BuyUSA.com, the Internet provides a cost effective way to overcome these barriers.

In addition to our feature, David Fulton delivers an analysis of the implications of the expansion of the EU for U.S. businesses and Ryan Kanne explains how to get more information out of your Internet searches.

Next month, we will look at Latin America and the progress of the Free Trade Area of the Americas and find out how you can be included on the list of procurement companies for the United Nations and other multinational organizations. Until then, good luck exporting and drop us a line at Export_America@ita.doc.gov with any comments or suggestions.

Cory Churches

Cory Churches
Editor



GLOBAL NEWS LINE

KOREA

Korea's golfing sector is again enjoying double-digit growth in sales, spurred by the country's booming economy and its consumers' rising interest in Western lifestyles. With support from Korean President Kim, Dae-Jung, golfing has once again become an acceptable recreational pursuit, and Korean golfers are revisiting the country's golf courses in almost record numbers. This spike in interest among Korean golfers is predicted to bring about a sharp rise in U.S. exports of golfing equipment since relatively little golfing equipment is manufactured locally.

Presently, Korea's share of U.S.' total golf equipment (golf clubs, bags, and balls) exports is still fairly small, amounting to just 5 percent. However, over the next ten years, this is expected to change given the rapid development of Korean society. Korea's rising number of two wage-earning households, the increasing affluence of its consumers (and their market sophistication), their rising amount of free time, and Koreans' heightened interest in foreign products and lifestyles will make this East Asian country an important market for U.S. golfing equipment exporters.

The Korean government's plan to launch the 3G IMT-2000 service in May 2002 in time to provide coverage for the Korea/Japan World Cup, has been delayed until 2003. Reasons for this delay include efforts by local equipment manufacturers to have sufficient time to gain production capacity and competency. The Korean government position is that there should be three 3G (IMT-2000) service carriers and that at least one of them should adopt synchronous CDMA technology to ensure the variability of domestic manufacturers or handsets. On December 15, 2001, the Ministry of Information & Communication (MIC) announced the winners of two 3G W-CDMA (Asynchronous type) IMT-2000 operator licenses, SK Telecom and KT Telecom. On February 23,

2001, MIC announced that the Ministry's plan to select a CDMA2000 (synchronous type) IMT-2000 operator license by March 2001 has been postponed indefinitely to allow more time for the formation of a consortium with stronger technical and financial clout.

COSTA RICA

The Costa Rican Social Security Institute (Caja Costarricense de Seguro Social-CCSS), is the government entity charged with the administration of the entire state hospital and clinic system in Costa Rica. Locally known as "the Caja", the CCSS procures drugs and pharmaceutical products through tenders, which are sent to manufacturing companies already registered with the CCSS as providers of specific medicines. The bid invitations are sent to their representatives in Costa Rica.

The CCSS has published a list of approximately 300 pharmaceutical products that have either no registered supplier or only one supplier listed in the CCSS list of medicine suppliers. The list can be obtained at the following web page: www.ccss.sa.cr. The list includes a variety of pharmaceutical products for therapeutic or prophylactic use, such as penicillin, antibiotics, hormones, insulin, alkaloids, and other products, such as sodium bicarbonate, sodium chloride, lactic acid, oleic acid, ascorbic acid, essential oils, dextrose, potassium phosphate, etc. The medicines are listed by their generic names.

BRAZIL

Recent reports released by Brazil's National Electrical System Operator (ONS) indicate that Brazilian water reservoirs, mainly located in the southeastern, central west, and northern regions, have been operating at record low levels. This situation and the delayed operation in the planned power plants in the Brazilian Emergency Thermal Power Program (BETPP) have forced the Brazilian Government to admit publicly a precarious scenario for the Brazilian power

sector. This bleak outlook is a direct result of the lack of adequate investment in power generation and transmission in the past years.

The extensive BETTP is expected to result in significant business opportunities for U.S. suppliers of thermal power equipment, as only forty percent of the needed equipment is currently manufactured in Brazil. Business sales for selected power transmission line equipment also exist, while ESCOs could find a market niche yet to be explored in Brazil. Emergency power supply equipment may also present U.S. export potential despite great competition with local suppliers.

Brazil leads the introduction of E-banking in Latin America. In 2001, the International Data Corporation (IDC) estimated 4.9 million users on 69 million computers. By comparison, this number more than tripled in two years: in 1999 there were 1.5 million users. According to FEBRABAN — Brazilian National Bank Federation — the Brazilian banking sector invested \$1.4 billion in technology in 2000. The Brazilian banking system is considered one of the five most modern in the world of online banking, serving as a model to banks. In order to deal with the high inflation and foreign exchange swings faced by the country until the early 1990s, major banks built an advanced system that produced the services offered today. Annual investments of \$1.5 billion are made by major Brazilian banks and by American-owned ones. U.S. companies can find great opportunities in this area for hardware/software equipment and services; technical support; consulting and training; data processing; security; systems integration, and outsourcing.

CANADA

In their first experience as exporters of goods to Canada, some U.S. companies face difficulties related to French-language documentation, particularly if the product is marketed in Quebec.

Usually the difficulties reported involve commercial documents, invoices, and product labels and literature. Nowadays, a number of companies offer online translation services for American companies doing business in Canada and will handle all of the translation requirements from beginning to end.

With U.S.-Canada trade reaching more than US\$1 billion per day, the Canadian market is not one that should be overlooked. The proximity, cultural commonality, and free-trade relationship all make it easy to do business in Canada. For U.S. companies, it has never been easier to adapt their products to the Canadian market. Using the services of experts in the translation field will ensure that your customers get the same uniform message, in English and French, about your company and the quality of its products. For more information on labeling and translation services, please contact Annie Prescott, Commercial Specialist, US Consulate General, Quebec City. Tel: (418) 692-2097, Fax: (418) 692-4640, or E-mail: Annie.Prescott@mail.doc.gov

IADB

Every year the Inter-American Development Bank finances hundreds of social and economic development projects throughout Latin America and the Caribbean. IDB-financed projects generate thousands of business opportunities for U.S. firms; More than 6,000 contracts are awarded each year for goods, civil works and consultant services required to carry out the projects.

IDB Projects Online, the Bank's electronic procurement publication, provides detailed information on projects that are under consideration for IDB financing. It also provides summaries of approved projects, including expected procurement, general procurement notices, contract award information and sector strategies. Information on firms that have won contracts at the

IDB is also available in this online publication so firms can gauge their competition and find potential partners.

Subscribers to IDB Projects Online can access the continuously updated site to get the information they need, when they need it. U.S. firms interested in opportunities at the IDB are strongly encouraged to subscribe.

For more information or to subscribe, direct your browser to www.iadb.org/ and click on the IDB Projects icon or contact the Commercial Service Office at the IDB at Tel: (202) 623-3842 or Email: sarahm@iadb.org.

ECUADOR

A five-company consortium of oil companies (including two U.S. firms), recently signed an agreement with the Ecuadorian government to build and operate a \$1.1 billion oil pipeline. Construction is expected to begin by June of 2001 and it is estimated it will be completed in about 18 months. This pipeline will have a 450,000-barrel per day capacity, and will promote over two billion dollars of additional investment by oil companies in exploration and drilling in order to fill it once it is operational. This is Ecuador's second pipeline, the first one has been inadequate for years and therefore the lack of pipeline capacity had stalled investment in this sector.

The Ecuadorian government plans to begin selling off the state electrical energy companies by this summer, beginning with 18 electric distribution companies as a first step, to be followed soon by the sale of the generation and transmission companies. Investors can purchase up to 51 percent of these companies, and the new owners will be making significant purchases in order to upgrade those facilities.

As of January 1, 2002, the Ecuadorian telecomm sector will be opened up to free competition. The state owned telephone companies will lose their

regulated exclusivity as of that date. This will stimulate investments in this sector; current estimates project over one billion dollars will flow into telecomm businesses over the next five years.

NETHERLANDS

The market for household appliances did extremely well in 2000. According to recent figures provided by the Suppliers Association of Household Equipment in the Netherlands, consumers spent more than 1.6 billion euros (approximately \$1.4 billion) on large, electrical household appliances in 2000. This represents an eight percent increase over the previous year. The sale of small household appliances increased by twelve percent, totaling 159 million euros (approximately \$143 million). The sale of espresso machines was particularly outstanding with an 80 percent sales increase as compared to 1999. The high sales figures are partially the result of increased consumer expenditure. In addition, the increase in the "energy premium" (refund premium) for energy efficient products had a positive effect.

Sales for 2001 are expected to be lower than 2000 because consumer confidence in economic growth and stability is lower than the previous year. In addition, the value-added-tax increase from 17.5 percent to 19 percent (January 2001) does not stimulate consumer spending. Nevertheless, U.S. companies with niche products should have little trouble penetrating the Dutch market. ■

NEED MORE DETAIL?

Ask a Foreign Commercial Officer at one of the Department of Commerce's posts located around the globe. Contact information, including phone, fax and email, is available by calling the Trade Information Center at (800) USA-TRAD(E).

■ EU EXPANSION

OPPORTUNITIES FOR U.S. BUSINESSES

by David Fulton,

Senior Commercial Officer, U.S. Embassy, Warsaw

Recently, the senior commercial officers based in the Czech Republic, Hungary and Poland visited Philadelphia, Chicago and Denver to brief U.S. firms on the eventual growth of the European Union (EU) and its impact on U.S. business interests, not only in these three Central European countries but the entire continent. The European Union (EU) is an institutional framework that promotes close political and economic cooperation, including a vibrant and successful single market, among its 15 member states. Enlargement is one of the biggest tasks facing the EU as it enters the 21st century. The process of new members acceding to the EU from Central and Eastern Europe is creating many new opportunities for U.S. exporters and investors. While the EU is already one of America's most important trading partners, enlargement is expected to further increase the importance of the EU as a partner. Strong growth in EU accession candidate countries and the many regulatory and legislative changes stemming from the membership process make it an excellent time for U.S. companies to start looking for business partners in Central and Eastern Europe.

The European Union has undergone four other enlargements since its establishment in 1957. Each time, the new members have added significant population and economic resources to the EU, making it one of the largest and richest markets in the world.

The next wave of enlargement will be unprecedented in scope. The EU has invited thirteen countries to begin accession negotiations, including: Bulgaria, Cyprus, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, the Slovak Republic, Slovenia and Turkey. The six "first wave" candidates alone (Poland, Hungary, Czech Republic, Estonia, and Slovenia) will add more than 60 million consumers to the European single market.

As part of the membership process, these countries must show that they have achieved:

- Stable institutions guaranteeing democracy, the rule of law, human rights, respect for and protection of minorities
- A functioning market economy as well as the capacity to cope with competitive pressure and market forces within the EU
- The ability to meet EU obligations, including adherence to the aims of political, economic and monetary union

Candidate countries are expected to adopt relevant EU legislation to reduce or eliminate barriers to movement of goods, services, labor and capital. Accession candidates must also bring their legislation into line with the EU's *acquis communautaire*, or common body of law, which covers a wide range of business-related issues from the free movement of goods, to corporate law, to intellectual property rights protection. This effort requires massive legislative and regulatory changes in each of the candidate countries. Each candidate country is working rapidly towards this end, both internally and through an intensive negotiation and consultative process with the EU.

The actual date of membership has not been established and will depend on the progress each country makes in meeting the EU's membership requirements, as well as on the pace of internal reforms in the EU itself. The key factor for American exporters to keep in mind is that the EU membership process requires many changes that are already taking effect, even before these countries become EU members. The business environment in these markets is evolving rapidly, and warrants close attention by U.S. companies interested in the region.

American and other non-EU companies are expected to benefit from an enlarged European Union. When regulations governing the EU's Single Market are extended to encompass

the new members, non-EU exporters will be able to deal with a single set of tariff regulations, trade rules and administrative procedures. Standards and certification rules will be harmonized, so that a product can more easily be approved for sale throughout the continent. These changes will help reduce the cost of doing business in all these markets, and will improve conditions for more investment and trade. In the interim before the accession process is complete, however, U.S. exporters face several challenges to expanding their business in these markets. As a result of bilateral agreements signed between candidate countries and the EU, U.S. exporters may find themselves at a competitive disadvantage to EU exporters, particularly in areas such as tariffs, standards, and certification procedures.

The EU accession process already has created a number of significant export and investment opportunities for U.S. firms. The European Union is providing money for major infrastructure improvements, while large American, European and Asian firms are pouring money into major production facilities both for domestic markets and for export to EU member states. American firms are the leading investors in several of these countries. This foreign investment has contributed to the impressive GDP growth registered by most of these countries in the past few years. Most analysts believe that foreign direct investment will continue at current strong levels for the foreseeable future, and that these economies have a bright future.

Poland, Hungary and the Czech Republic are the largest markets in Central and Eastern Europe. The U.S. Commercial Service offices in these markets have identified a large number of industry sectors in which the membership process is creating new opportunities for American exporters. For example, the need to comply with EU environmental requirements is creating a vibrant market for

wastewater treatment plants and equipment, recycling equipment and renewable energy equipment throughout the region. The Commercial Service also sees increased demand for countless products and services, including consumer goods, automotive after-market equipment, information technology equipment and services, e-commerce, food processing and packaging equipment, and a wide range of others. American exporters can find a wealth of market research on these and other subjects on the U.S. Commercial Service web site, www.usatrade.gov, and can soon view a new web cast on this topic at www.globalspeak.com.

Timing is crucial for U.S. companies to capitalize on the commercial opportunities that the EU accession process is creating. Companies should not wait for candidate countries to actually join the European Union before they pursue opportunities in these markets. By that time, many of the best local businesses will already be locked up in agreements with foreign companies, some from the U.S., but most from other EU member states.

To learn more about U.S. Commercial Service in EU candidate countries go to www.usatrade.gov or www.cscentraleurope.org.

To learn more about the EU accession process and its impact on U.S. business, go the EU accession website of the Central and Eastern Europe Business Information Center (CEE-BIC) at www.mac.doc.gov/eebic/ceebic.html. ■

ENTERING CENTRAL EUROPEAN MARKETS

Most small and medium-size American firms enter Central European markets by finding a local agent, distributor or licensee to represent them. The U.S. Commercial Service offices in Central and Eastern Europe offer a full range of export assistance programs that have proven to be extremely effective in identifying qualified local companies that can become business partners for American firms. In fact, the U.S. Commercial Service reports that, because of the strong pro-American sentiment and good reputation of American products and services in these countries, American companies are considered highly desirable business partners. Most U.S. firms are able to choose a distributor or agent from a list of several strong candidates. The Commercial Service recommends that American companies investigate market opportunities in these EU candidate countries.

TRADE EVENTS:

October 2001

Environmental Technologies Matchmaker to Poland, Czech Republic and Hungary
Contact: Molly Costa, Tel: (202) 482-0692;
Email: Molly.Costa@mail.doc.gov

December 2001

Telecommunications Trade Mission to Poland, Czech Republic and Slovakia
Contact: Beatrix Roberts, Tel: (202) 482-2952; Email: Beatrix_Roberts@ita.doc.gov

March 2002

Info Tech and E-Commerce Trade Mission to Poland, Czech Republic and Hungary
Contact: Jon Boyens, Tel: (202) 482-0573,
Email: Jon_Boyens@ita.doc.gov

April/May 2002

International Security Technology Mission to Austria, Germany, Poland and Czech Republic
Contact: Howard Fleming, Tel: (202) 482-5163; Email: Howard_Fleming@ita.doc.gov

■ ADVOCACY HELPS THE INDIRECT EXPORTERS

by Patrice Williams

Advocacy Center, Trade Development

Every day, all across the United States, thousands of companies are manufacturing products and providing services that are exported to countries around the world. In 2000, U.S. companies exported goods and services valued at more than \$1 trillion. While just 1 percent of all companies that export account for more than 78 percent of all U.S. merchandise exports, many of these firms rely on other companies for input needed to support export production or marketing. These suppliers, which are often small and medium-sized companies, are the indirect exporters—manufacturing everything from small components, such as nuts and bolts to major components, such as circuit boards.

■ THE BROAD IMPACT OF ADVOCACY

These indirect exporters are often unaware of the benefits they have derived from the U.S. Government's Trade Promotion Coordinating Committee, a network of 19 federal government agencies with the Commerce Department's Advocacy Center as the hub. The Center's mission is to promote U.S. exports and create or support jobs at home. Since November 1993, the Advocacy Center has worked with large, medium and

small U.S. companies in a variety of industry sectors to help them win foreign government procurements. The advocacy network's track record for success includes more than 600 projects, totaling more than \$135 billion in value and exceeding \$70 billion in U.S. export content over the life of the transactions. A win for these companies is a win for their suppliers.

■ NOT JUST PARTS BUT PARTNERS

The Boeing Company provides a good example of how U.S. Government advocacy has positive effects on other U.S. companies. Over the last year, the Advocacy Center has worked with Boeing in its efforts to win contracts in Cyprus, Morocco, and South Africa. Boeing's successes in these key competitions affect U.S. workers across the country, many of whom work at small or medium-sized companies. Boeing has in excess of 500 suppliers covering all 50 states. This ripple effect across the U.S. economy happens with other companies that export as well. In 1997 (latest available data), nearly three-fourths of all jobs supported by manufactured exports were generated indirectly, occurring upstream or downstream from the final production point.

■ STELLEX MONITOR AEROSPACE, INC.

One of Boeing's major suppliers is Stellex Monitor Aerospace Inc., located in Amityville, New York. This 53-year-old

company provides precision machining and assembling of structural components used on Boeing's 737, 747, 767 and 777 commercial planes, as well as the F-18 military aircraft. Boeing exports each one of these aircraft. In fact, Boeing recently signed a definitive agreement with Royal Air Maroc for 20 Boeing next-generation 737s.

Stellex Monitor Aerospace's products are manufactured to Boeing's design and are typically used in the fabrication of each plane's airframe. The company's products are shipped to Boeing's manufacturing facilities in various locations within the United States. The company's annual sales of \$50 million to Boeing and Boeing's major subcontractors, helps Stellex Monitor Aerospace maintain a stable work place for its 350 employees. Boeing and its major subcontractors account for two thirds of total annual sales for Stellex. Douglas Whitlock, President and CEO, said, "Boeing is absolutely our largest and most important customer."

■ POWELL ELECTRONICS, INC.

Powell Electronics, Inc., a 54-year-old, privately owned company located in Philadelphia, Pennsylvania, is a wholesale distributor of electro-mechanical equipment, such as, sensors, connectors, and switches. Powell Electronics represents many of the major U.S. electronics manufacturers. In addition, the company provides custom assembly of connectors, industrial and commercial cables, fiber

optic cables, and assemblies. The equipment that Powell Electronics distributes is used in the production of Boeing's military aircraft, such as the F-15, and 737, 747, and 757 commercial aircraft. The company has been a supplier to Boeing for over 25 years and does \$2 to 3 million of business with Boeing every year. Many of Powell Electronics' 243 employees have been with the company for as long as it has been a Boeing supplier. Mr. Ernest Schilling, CEO, stated that Boeing is a valuable and reliable customer and when Boeing is doing well, Powell Electronics does well.

AID EQUIPMENT COMPANY

Aid Equipment Company, located in Sandy, Utah, has 53 employees that benefit from Boeing's export sales. The company provides material handling and fabrication for Boeing's 737, 747, 767 and 777 aircraft and has been doing business with Boeing for 11 years. The 777 is the world's largest twin turbine powered aircraft and was designed especially for the long-range market. Craig Harris, president, estimates that Aid Equipment Company sales to Boeing are \$1.8 million a year, which accounts for nearly 50 percent of total annual sales.

ATS INDUSTRY SUPPLY

According to David Hellburg, president of ATS Industrial Supply located in Salt Lake City, Utah, Boeing is one of its largest customers. This 30-year-old, employee-owned company has 30 people on staff and is a distributor of metal working tools used in the production of Boeing aircraft. In addition, the company conducts an integrated supply program with Boeing to help Boeing control inventory, cut costs, and increase productivity. ATS has been doing business with the local Boeing plant for as long as the plant has been in existence. Estimated annual sales to Boeing are \$300,000 — \$400,000.

PERFEKTA, INC.

Perfekta, Inc. produces machine components and sheet metal components for



For the employees of ATS Industry Supply, their relationship with Boeing is one of mutual benefit.

assembly for the Boeing plant in Wichita, Kansas, and has been a supplier to Boeing for 15 years. The company's components are used in every Boeing aircraft model. Ms. Linda Guerra, vice-president, estimates that Perfekta's partnership with Boeing results in about \$5 million in annual sales. Perfekta's mission statement is "[t]o be the leader in rapid response contract manufacturing, supplying our customers with 100 percent defect-free products and 100 percent on time delivery." It has received numerous awards from Boeing—an indication that Perfekta's 100 employees are committed to achieving the company's mission statement.

These are just a few of the suppliers for Boeing's aircraft. Their employees are part of the thousands of men and women in the United States who manufacture products or provide services that are not directly exported overseas or counted in our trade statistics. However, their contributions are making a difference worldwide. They are the indirect exporters. ■

ADVOCACY CENTER OUTREACH EFFORT

In 1999, the Advocacy Center developed and began to implement an outreach effort specifically targeting small, medium, and minority-owned businesses in order to increase awareness of the Advocacy Center's services. The objective of this outreach effort is to ensure that small and medium-size companies are not only aware of the U.S. Government's advocacy services but that they appreciate the underlying message: exporting is not just for the large companies but also small and medium-size companies can take advantage of business opportunities worldwide. Small and medium-sized companies are encouraged to contact the Advocacy Center and to invite their customers of all sizes to use the Advocacy Center when they are bidding on foreign government tenders.

Contact the Advocacy through their web site www.trade.gov/advocacy or Patrice Williams, Tel: (202) 482-3896 or Email: Patrice_Williams@ita.doc.gov.

■ UKRAINE: GATEWAY TO NIS IT MARKETS

by Ruben Beliaev & David Hunter

CS Kiev, U.S. & Foreign Commercial Service

When discussing the Ukraine these days, U.S. companies are more likely to mention cases of rusting post-Soviet steel plants, IPR piracy and governmental corruption than the emergence of new info-tech cities. While it is true that Ukraine has a long way to go before it becomes a Western investors 'nirvana,' the country is experiencing a minor revolution in the info-tech sector.

Mobile telecom subscribers in Ukraine are expected to double from 530,000 in September 2000, to reach a level of 1.1 million subscribers by September 2001. Local mobile operators are struggling to cope with such rapid growth. There is also an expansion of Internet Service Providers (ISPs) which outpaces the number of users. Ukraine is still a relatively untapped market for Internet use, with only 1 percent of its 50 million population currently accessing the Internet.

The computer revolution, however, is already underway, and Internet users, e-commerce and multimedia applications cannot be far behind. Already in Ukraine's capital Kiev, more than 50 percent of adult citizens use computers at work, and 10 percent use them at home or school. Internet cafes are also opening and attracting a growing number of users.

■ DEMAND FOR HARDWARE AND COMPONENT

Annual demand for PCs is expected to reach \$260 million by 2002, a 30 percent increase from 2001. More and more of these PCs are being assembled in Ukraine, using components imported from abroad. Currently there are 66 Ukrainian companies assembling computers, and some of the larger firms — such as Kvazar-Micro,— are establishing a good brand reputation and even exporting to Russia and other NIS countries. In February 2001, the Managing Director of Compaq Ukraine announced that Compaq would begin assembling computers in Ukraine in the near future.

The exact size and structure of the Ukrainian computer hardware market is difficult to measure, since official statistics ignore such key factors as local production, and shadow imports of components. However, local production based on imported components is thriving and reshaping the market. Based on data provided by market insiders, rate of importation of finished "brand name" computer equipment has been decreasing by 10 percent annually. This decline in imports of both brand and non-brand finished computers is mostly due to higher rate of taxation of imported finished PCs versus imported components. At the same time, demand for locally manufactured computer hardware from imported components is steadily increasing, and reached 75 percent of total market share in 2000.

Industry experts estimate that only 10 to 15 percent of Ukraine's potential

computer hardware demand has been tapped. However, key problems including the lack of consumer purchasing power and lack of consumer credit for installment purchases, must be overcome. Brand-name recognition of major U.S. computer manufacturers is strong, but pricing is still the key consideration for the Ukrainian purchaser. U.S. companies can best access the Ukrainian market by tapping into an increasingly sophisticated network of agents and distributors throughout Ukraine who are able to reach a wide range of clients.

■ LOCAL SOFTWARE DEVELOPMENT

The Ukrainian talent that formerly led the USSR to excellence in science is now being turned into a 'knowledge base' for development of computer software. Only 5 months ago, James Wolfensohn, President of the World Bank, visited Kvazar-Micro to discuss Ukraine establishment of a technopark. Kvazar-Micro's President, Evgeni Utkin, is the Chairman of Ukraine's Software Development Association, and strongly supports this idea. The Minister of Communications, Oleg Shevchuk, is actively promoting software development. While it is still not clear if the World Bank will commit \$300 million to the project, more and more U.S. and foreign companies are starting to locate independent software development operations in Ukraine. For example, currently a third of all computer animation graphics for Hollywood movies is produced by Ukrainian computer graphic specialists. The same critical factors that sparked the Indian software explosion

are in Ukraine today: highly skilled software programmers and low salaries.

RESOURCES TO DEVELOP MARKET POTENTIAL

The Commercial Service in Kiev has been tracking this IT revolution, and reporting regularly on its developments. In particular, Senior Commercial Specialist Ruben Beliaev covers the information technology sector and has written numerous analyses on various aspects of the industry. Many of these reports, in addition to reports from other sectors and countries, can be found at www.usatrade.gov. Senior Commercial Officer David Hunter works closely with the U.S. telecommunications, info-tech and computer firms currently operating in Ukraine, including Lucent, Cisco, Novell, Motorola, Golden Telecom and others.

As part of Commercial Service Kiev's effort to spotlight the growing potential for U.S. companies, the first USA Pavilion in the info-tech sector was organized since Ukrainian independence. On February 20, 2001, U.S. Ambassador Carlos Pascual, along with former President of Ukraine Leonid Kravchuk, and Minister of Communications Oleg Shevchuk, participated in the opening of the USA Pavilion at Ukraine's largest Computer, IT and Communication Technology Trade Fair, Enterex 2001, in Kiev.

The USA Pavilion featured nine major American high-tech manufacturers and suppliers of communications and IT equipment and services including Compaq, Intel, Novell and Sun Microsystems. More than 25,000 attendees visited the USA Pavilion during the four-day show.

Ambassador Pascual offered some brief remarks at the opening of Enterex 2001, mentioning that the IT sector in the U.S. generates hundreds of billions of dollars of earnings each year, and employs over two million workers. For Ukraine to participate in the IT revolution, he said, it needs first to establish a better regime to protect intellectual property and copyrights.

David Hunter joined Minister Shevchuk in a press conference at the opening of Enterex. He highlighted the growing importance of the Computer, IT and Communications sectors in U.S.-Ukrainian business relations.

Enterex is an annual event that in 2001 attracted a total of 67,000 professionals in the computer and telecommunications industry. This annual event is designed to promote information exchange in the IT industry and includes technical seminars, along with the trade show. Firms interested in participating in Enterex 2002 should contact Commercial Service Kiev for more information.

The Ukraine is a challenging market, but one with vast potential. Not only does Ukraine have the opportunity to be a successful market, it could also be a gateway to markets in other NIS markets, but U.S. firms are urged to exercise caution before concluding business in Ukraine. In order to best tackle the Ukrainian market, consult the Country Commercial Guide available at: www.usatrade.gov and discuss prospective investments with Embassy staff, the American Chamber of Commerce, accounting firms, legal counsel and other sources. ■

Contact Information:

Ruben Beliaev
CS Kiev Commercial Specialist,
E-mail: Ruben.Beliaev@mail.doc.gov;
Tel: (380-44) 490-4336, 246-8169;
Fax: (380-44) 417-1419

Another valuable source of information on all CIS countries, including Ukraine, is the Business Information Service for the Newly Independent States (BISNIS), the official USG clearing house of trade information in NIS.

Derek Nowek
International Trade Specialist at BISNIS,
Tel: (202) 482-4655, or
(800) USA-TRAD(E)
Fax (202) 482-2293,
E-mail: bisnis@ita.doc.gov
www.bisnis.doc.gov



Photo courtesy of CS Warsaw

U.S. and Ukraine officials open the USA Pavilion at Enterex 2001, the first since Ukrainian independence. More than 25,000 visitors attended Enterex 2001 during the four day show.

ASK THE TIC

NAFTA UPDATE: FREQUENTLY ASKED QUESTIONS ABOUT THE NORTH AMERICAN FREE TRADE AGREEMENT

by JoAnne Queen,
Trade Information Center

The information presented in this document is meant to serve as a guide to NAFTA issues faced by U.S. companies. Only the NAFTA text itself and the customs regulations of each country that may be issued to implement NAFTA are definitive. For complex issues or where interpretation is required, exporters should seek legal assistance or an advanced ruling from the Customs Administration in the country to which they are exporting.

WHAT ISSUES ARE COMMONLY MISUNDERSTOOD ABOUT THE NAFTA?

The NAFTA establishes special preferential tariff treatment for goods “originating” in and traded among NAFTA countries. However, the NAFTA Certificate of Origin is not a required entry document for shipments between the United States and Mexico or Canada and should only be prepared if the product qualifies under the NAFTA Rules of Origin for preferential tariff treatment. The exporter must first initiate a process to determine if the product qualifies and whether a Certificate of Origin is needed.

Completion of a NAFTA Certificate of Origin is an affirmation that the party signing the document has researched the terms of the NAFTA and has determined that the goods covered by the certificate are “originating”, as defined in the agreement. Preparation of this certificate imposes certain legal rights, obligations and liabilities on the party signing the document and should be based on a careful inquiry into the terms of the NAFTA as they apply to each product.

One of the most difficult issues exporters face when exporting to one of the NAFTA countries is determining whether the product can be considered an “originating good”. Origin is not determined by where the product begins its export journey. The term “originating” means qualifying under the rules of origin set out in Chapter Four of the NAFTA agreement. The NAFTA Certificate of Origin must be completed in order to receive preferential tariff treatment upon entry into the importing country.

Many U.S. companies are unfamiliar with the agreement and mistakenly believe that products produced in the United States, Canada, or Mexico qualify for NAFTA treatment. Most firms are unaware that they need to determine whether there are any foreign parts, components, or raw materials used to manufacture their final product.

U.S. companies must obtain or confirm the appropriate Schedule B or Harmonized Tariff Classification Number

for their product(s) in order to reference the rules of origin that govern the allowable percentage of foreign components. The classification number is also used by shippers in reporting export shipments, by governments in compiling official trade statistics, and by customs authorities in determining the relevant import duties to be paid. Rules of origin can be found at www.nafta-customs.org under Annex 401 of the NAFTA agreement.

WHAT EXACTLY DOES “WHOLLY OBTAINED OR PRODUCED” MEAN?

Preference criteria tell Customs and the importer how the goods qualified as originating. It is impossible to choose an origin criterion without first reading and fully understanding the rules of origin frequently referred to as Article 401 of the NAFTA and Annex 401. There are six preference criteria: A through F.

Criterion A corresponds to goods wholly obtained or produced entirely in Canada, Mexico or the United States. “Obtained” does not mean “purchased,” but is simply used to acknowledge that production is not the only way goods are created.

When qualifying products and determining the preference criterion, many exporters experience difficulty answering the question of whether their product has been wholly or totally produced in a NAFTA territory.

For the purpose of NAFTA, “wholly obtained or produced” means that the goods contain no foreign parts, components or raw materials. Some examples of products wholly obtained or produced entirely in the territory of one or more of the countries are mineral goods; vegetable goods; live animals; and goods obtained through hunting, trapping, or fishing. Additional information concerning preference criteria and a complete list of goods considered to be wholly obtained or produced in one of the NAFTA countries is available on the TIC website at <http://tradeinfo.doc.gov>.

HOW ARE PRODUCTS QUALIFIED FOR SPECIAL TARIFF TREATMENT UNDER THE NAFTA?

Under NAFTA, U.S., Mexican, and Canadian tariffs on “originating” goods are gradually being phased out. Originating goods are those that meet the appropriate NAFTA Rule of Origin. In order to obtain preferential tariff treatment on these products, exporters must complete a NAFTA Certificate of Origin.

The following process can be used as a guide to determine if your product qualifies and how to fill out a certificate of origin:

1. Check with the production manager [or the supplier(s) of the product] about any foreign components, parts, or raw materials used to manufacture the product.
2. If there are foreign components, parts, or raw materials, visit the Census website www.census.gov/foreign-trade/www: Click on the Schedule B Search Engine (or call 301-457-1084) and obtain the Schedule B number for the foreign component and the end product.
3. Check with the Trade Information Center (TIC) to see if there are any duties on the end product.
4. If there are no duties, it is not necessary to complete the NAFTA Certificate of Origin.
5. If the duties using NAFTA Preference are less than the usual duties applied under Most Favored Nation (MFN) status, complete a NAFTA Certificate of Origin.
6. Read or review the NAFTA Agreement and Annex 40I, Rules of Origin.
7. Look up the specific rule of origin for the product (listed according to the tariff classification number) and apply the rule to the product to determine whether it meets the requirement. Use the Schedule B numbers obtained in Step 2 above.
8. If the product does not meet the specific Rules of Origin, it does not qualify for preferential tariff treatment and the Certificate of Origin should not be completed.
9. If the product meets the specific Rules of Origin, review the Preference Criterion, choose the appropriate letter (A thru F), and complete the NAFTA Certificate of Origin.
10. For additional guidance or clarification on Steps 6, 7, and 9 above, visit the Trade Information Center website at <http://tradeinfo.doc.gov> or call the TIC at 1-800-USA-TRAD(E).



HOW ARE COMPLICATED, MULTI-PART PRODUCTS QUALIFIED UNDER NAFTA?

U.S. manufactured products are often composed of many inputs or components. For such products, it may be necessary to obtain an advance customs ruling from the customs authority in the importing country. Advance rulings are issued on a wide range of NAFTA-related issues, including whether an imported good qualifies as an originating good; whether a specific regional value-content requirement or tariff classification change requirement is met; and whether the proposed marking of a good satisfies country of origin marking requirements.

For Mexican or Canadian Customs contact information, call the Trade Information Center at 1-800-USA-TRAD(E).



WHAT ARE THE CHANGES TO MEXICO'S MAQUILADORA REGIMEN IMPLEMENTED JANUARY 1, 2001?

Under NAFTA, Mexico can no longer waive import duties for non-NAFTA products that are processed in Mexico and exported to a NAFTA partner. The new regulations stipulate that, as of 2001, a maquiladora company that exports its final product to the United States or Canada will have to pay the Mexican government, within 60 days of export, import duties for the product's non-NAFTA inputs.

The changes to the law affecting the import of materials, components and supplies for the maquiladora industry grant U.S. companies competitive advantage over non-NAFTA suppliers.

U.S. companies are encouraged to learn about the rules affecting the maquiladora industry and to comply with the necessary requirements to become potential suppliers, including the preparation of the NAFTA Certificates of Origin that would grant them the benefit of exporting their products duty-free into Mexico.

Additional information about the maquiladora sector is available on the Trade Information Center's (TIC) website at <http://tradeinfo.doc.gov>



WHERE CAN I FIND MORE INFORMATION ON THE NAFTA OR ON HOW TO QUALIFY PRODUCTS?

The text of the NAFTA agreement can be found on the following websites:

<http://tradeinfo.doc.gov>
www.nafta-customs.org
www.sice.oas.org/trade/nafta/naftatce.asp

For assistance with specific questions on qualifying products under NAFTA or clarification of unfamiliar trade terms, International Trade Specialists are available at the Trade Information

The Trade Information Center (TIC) is operated by the International Trade Administration of the U.S. Department of Commerce for the 20 federal agencies comprising the Trade Promotion Coordinating Committee. These agencies are responsible for managing the U.S. Government's export promotion programs and activities. You, too, can "Ask the TIC" by calling 1-800-USA-TRAD(E) toll free, Monday through Friday, 8:30-5:30. Or visit the TIC's website at <http://tradeinfo.doc.gov>.

DISPUTE AVOIDANCE AND DISPUTE RESOLUTION IN CHINA

by The China Team

While conducting business in China, foreign companies occasionally find themselves embroiled in disputes with Chinese individuals, companies, or the Chinese Government. The number of cases involving the first two categories far exceeds those of the third. The best approach in dealing with individual disputes varies from case to case. Nevertheless, Department of Commerce officials with extensive experience in such disputes have prepared the following guidelines to assist U.S. companies doing business in China.

DISPUTES WITH CHINESE COMPANIES OR INDIVIDUALS

There are three primary ways to resolve a commercial dispute in China: negotiation, arbitration and litigation. Simple negotiation with your partner is usually the best method of dispute resolution. It is the least expensive and it can preserve the working relationship of the parties involved. In fact, most business contracts in China include a clause stipulating that negotiation should be employed before other dispute settlement mechanisms are pursued. When a foreign firm experiences difficulty in directly negotiating a solution to a dispute with its Chinese partner, companies sometimes seek assistance from Chinese government officials who can encourage the Chinese party to honor the terms of the contract. Companies should specify a time limit for this process. Unfortunately, negotiations do not always lead to resolution.

Arbitration is the next preferred method. Unless the parties can agree on arbitration after the dispute has arisen (which is often difficult), the underlying contract or separate agreement must indicate that disputes will be resolved through arbitration. Agreements to arbitrate usually specify a choice of arbitration body, which may be located in China or abroad, and a choice of law to govern the dispute. There are two Chinese government-sponsored arbitration bodies for handling cases involving at least one foreign party: China International Economic and Trade Arbitration Commission (CIETAC) and, for maritime disputes, China Maritime Arbitration Commission (CMAC). Contracts involving foreign companies doing business in China often provide for CIETAC arbitration. CIETAC distinguishes between two kinds of dispute resolution, foreign-related and domestic. For a dispute to be classified as foreign-related, one of the companies must be a foreign entity without a major production facility or investment in China.

For foreign-related disputes where CIETAC is the selected arbitration body, parties to the contract may specify the nationality of members of the arbitration panel in the contract; CIETAC has implemented contract clauses that stipulate that two of the three arbitrators, including the presiding arbitrator, must be non-Chinese. CIETAC does not have to pre-approve any contractual stipulations on the nationality of the negotiators. CIETAC has published rules which govern the selection of a panel if the contract does

not specify how the choice of arbitrators will be handled. CIETAC's list of arbitrators for foreign-related disputes, from which CIETAC's arbitrators must be chosen, includes many non-Chinese arbitrators. Although many foreign experts believe that some aspects of CIETAC need to be improved, it has developed a good reputation.

Companies should be aware when drafting a contract that, as an alternative to CIETAC or CMAC, they can specify an arbitration body outside China, such as Singapore, Stockholm or Geneva. In addition, Hong Kong—under one country, two systems—has a separate and well-regarded international commercial arbitration system. In 1987, China acceded to the United Nations Convention on the Recognition and Enforcement of Foreign Arbitral Awards (the New York Convention). Under the New York Convention, arbitral awards rendered in other signatory countries are recognized and enforceable in China. By the same token, arbitral awards by Chinese arbitration bodies are enforceable in other countries signatory to the New York Convention.

A final way to resolve a commercial dispute in China is through litigation in Chinese courts. In China, foreign individuals and companies have the same ability to bring action in court as Chinese citizens and companies. There are three levels of courts in China. Every major city has basic courts and intermediate courts. Supervising these courts are the provincial high courts. The Supreme People's Court, located in Beijing, has appellate jurisdiction over

Good planning can help you avoid disputes. Department of Commercial officials with extensive experience with commercial disputes, recommend U.S. companies consider the following:

1. Have clear contract terms. Specify exact terms of payment and performance standards. Set time lines. Include specific dispute resolution clauses, including details on the procedure and maintenance of operations during a pending dispute. Pay careful attention to details, such as initialing pages of contracts and signing properly. Make sure the Chinese version of the contract is consistent with the English version. Do not attempt to enter into an agreement without sound legal advice.
2. Make certain your project is economically viable by its own terms. Profitability of a project or the sale of goods and services should be based on sound economic criteria. Do not rely on promises of subsidies, special considerations, or nonmarket related sources of income to generate a profit.
3. Make sure you know your partner. Do your “due diligence,” and do it well. Choose your partner carefully and only after a careful examination of experience and dependability. Check the reliability of the data your partner or customer provides from independent sources. Avoid being “stovepiped” – talking only to those people to whom your partner or buyer directs you.
4. Make sure you get paid. A contract with an insolvent partner or customer is worthless. Pay careful attention to how you get paid, when you get paid, and in which currency. If you have agreed to be paid in Chinese Yuan, verify that you can convert profits to U.S. dollars. Use letters of credit or other financial instruments to protect yourself.
5. Do not enter into prohibited agreements. American companies have often entered into agreements with promises from local officials that central government rules will not be enforced in the provinces. While this is sometimes true, problems may arise when these rules are suddenly applied—sometimes retroactively—leaving the company with little recourse. In particular, you must be prepared to obey the central government’s implementation of revised laws, regulations and practices in its efforts to meet its WTO obligations, regardless of promises to the contrary by local officials.
6. Be careful not to base your business on WTO-noncompliant rules. The U.S. Government cannot support you if you are relying on a business plan that is dependent on Chinese regulations that violate the WTO. As such rules are replaced, you may find your competitive advantages eroded.
7. Search for problems before they materialize. In addition to creating pro forma balance sheets, spend some time at the beginning of a project to examine what you will do if things go wrong. Try to anticipate possible problem areas. If you can’t find any, you are not looking hard enough. Create a strategy to deal with potential problems. You know how much profit you want to make. Know your company’s limits on losses as well.
8. Do a thorough risk analysis. Be realistic about how much risk you are willing to accept in your business venture. Make sure you use reliable sources for this assessment. Use more than news media sources or your immediate partners to evaluate the risk.
9. Limit your exposure. Set milestones in the project for performance. Have an escape strategy for each stage of the project, even though you don’t plan to use it.
10. Mind the store. Projects and sales in China require constant attention. Do not assume they will run themselves.

all courts in China. Cases involving foreign interests can be filed in either the basic-level courts or intermediate courts, depending on their nature. Most observers agree that Chinese courts are not up to international standards. For instance, most judges have minimal or no legal training and observers have stated those poorly trained court officials are susceptible to corruption and regional protectionism.

In both the arbitration and litigation contexts, mediation represents an early step in the resolution of the dispute. In arbitration before CIETAC or in litigation before the Chinese courts, parties are encouraged to participate in mediation with mediators selected by the arbitral panel or during an in-court session, respectively. The principle of mediation is that the parties may present their proposals to the mediator who suggests a solution based on those proposals. Mediation is by definition non-binding and has achieved great success as a means of settling international commercial disputes between foreign and Chinese parties.

In China, arbitration offers many advantages over litigation. A major advantage is the finality of the rulings. Court rulings are subject to appeal, which means litigation may continue for years. As indicated above, judges in China are often poorly qualified, while arbitration panels are made up of a panel of experts, which improves the quality of the hearing. In addition, the proceedings and rules of arbitration are often more transparent than litigation.

Many observers have noted that it is often difficult for parties to enforce and obtain payment on court judgments and arbitral awards in China. While courts are required to receive approval from the Supreme People's Court prior to refusing to enforce a foreign arbitral award, courts have occasionally circumvented this requirement by employing delaying tactics when local interests are adversely affected by the arbitration rulings. The Supreme People's Court has issued new

guidelines to limit the ability of local courts to delay enforcement and this appears to have had a positive effect.

THE ROLE OF THE U.S. GOVERNMENT IN COMMERCIAL DISPUTES

American companies involved in a dispute often approach the Department of Commerce and other U.S. agencies in China or the United States for assistance. The Department can provide companies with assistance in navigating China's legal system, provide a list of local attorneys, and share basic information on potentially applicable trade agreements and relevant Chinese business practices. The Department is not able to provide American companies or individuals with legal advice.

American companies that have disputes with private firms often request U.S. Government intervention with Chinese authorities on their behalf. Such intervention is rarely appropriate unless the company has exhausted all remedies under China's legal system. The Department's efforts in assisting with commercial disputes are aimed at achieving a fair and timely resolution in accordance with Chinese law and advancing both countries' interest in adequate legal and judicial protection for all parties.

When a dispute is in the Chinese court system, Embassy officers will intervene on behalf of an American company only in extremely limited circumstances and in accordance with U.S. government guidelines.

DISPUTES INVOLVING THE CHINESE GOVERNMENT

When a U.S. firm has a dispute with the Chinese Government, a Chinese state-owned enterprise, or a government-subsidized project, the most effective initial step is to quietly raise the issue with the entities involved, citing the importance of foreign companies' investment in China. The firm should explain its situation to the

Chinese entity, and offer to work with it to resolve the problem amicably. This allows for a more aggressive approach at a later date, if necessary. The Department can work with companies in considering the best strategy.

While China is obligated to fully implement the terms of its trade agreements, including the WTO once it is a member, differences over implementation may arise. In such circumstances, the Department is committed to working with firms and the Chinese Government to ensure full compliance. Generally, U.S. Embassy staff and Washington agencies will work directly with concerned companies, or the industry association, to identify solutions and formulate strategies. If appropriate, the Embassy will advocate on behalf of the American companies with Chinese officials. If the dispute cannot be resolved at this level, and additional U.S. Government support is appropriate, the U.S. involvement will usually involve increasingly senior level officials of the appropriate U.S. Government agencies. If compliance with WTO obligations underlies the dispute, the U.S. Government will examine the possible use of WTO dispute settlement procedures. In reaching a dispute resolution strategy, a firm should consider all possibilities, including negotiation, arbitration, mediation or litigation, and the time and expense that it may take to resolve the problem. ■

FOR MORE INFORMATION REGARDING DISPUTE RESOLUTION IN CHINA, CONTACT:

Susan Hamrock
Compliance Officer, Office of China Economic Area
Tel: (202) 501-8069
Fax: (202) 482-1576
Email: Sue_Hamrock@ita.doc.gov

Or

Fewick Yu
Commercial Officer, Beijing
Tel: (86 10) 6532-6924
Fax: (86 10) 6532-3297
Email: Fewick.Yu@mail.doc.gov

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INVENTING THE KNOWLEDGE ECONOMY

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One of the most frequently discussed topics in international trade magazines like this one is how the rise of the Internet and e-commerce will make global markets increasingly accessible to even the smallest of U.S. companies. By 2004 almost 9 percent of all global goods and services will be sold online. Despite this fact, however, only 2 percent of small companies currently export. This is a puzzling fact for most experts: If the Internet makes it possible for small businesses to compete on a global level, why aren't the majority of these companies trading their goods internationally?

The U.S. Government, with Commercial Officers in over 80 countries, Export Assistance Centers in over 100 locations around the U.S., numerous Small Business Development Centers and two agencies that do trade finance has the information most small companies need to export.

In the pages that follow we discuss two new Internet sites that make all of this information available and take E-Commerce for exporting to the next level. First, Export.Gov helps companies that have never exported before or even experienced exporters easily find the information they need — be it market analysis of food processing equipment in Brazil or an export licensing form. BuyUSA.com takes exporters into the transactional realm. BuyUSA subscribers are able to receive orders from foreign purchasers and conduct the entire order via-the Internet.

One problem that hinders small companies from doing business globally is information, and not a lack of it. Small businesses are inundated with sources of trade information, yet without the staff dedicated to doing market research, it can be very hard for them to identify, and know how to access, quality resources. And, even after they receive an order, numerous questions still remain: What documentation do I need? Which products require an export license? Whom do I call if I have a question? How do I get financing?

■ WHY EXPORT.GOV?

by Arrow Augerot and Gordon Keller,

Export.Gov Team

Online information on overseas markets and export services available through the U.S. Government has historically left something to be desired, largely because export information is almost always organized by office or agency. Unless users know the exact function of each office, division and unit, they find it very difficult to find out where to log on. Sometimes even the most determined and experienced

companies find themselves going to five or six different federal agencies to find the answer to just one export-related question. For example, export licensing is handled by at least four different federal agencies. In the past, if a business wanted to go online to find out if their product needs a license to be exported, they would have to visit at least each of the four main departmental websites that handle licensing—and once on these departmental sites would have to drill down further. It could take hours to find the answer—if one was ever found.

By consolidating export information into a single, customer-focused site where anyone can find every online federal resource related to exporting, Export.Gov represents a first step toward solving these problems.

■ HOW DOES EXPORT.GOV WORK?

Since Export.Gov is organized by type of information, not government agency, users can find the answers to their export-related questions quickly and efficiently without having to understand the organizational structure of the Federal Government. By

combining all country, industry and program information on exporting into one cohesively organized site, Export.Gov provides users with an intuitive “map” of the Government’s export resources. This “map” is divided into five main categories of information or “intentions” that are based on the most common questions asked by small businesses:

■ **EXPLORE EXPORTING**

Targets companies that need more information to determine whether they should expand their business to include exporting.

■ **MAKE EXPORT SALES HAPPEN**

Once the company has decided that they are export-ready, they can access information here that will help them get started.

■ **EXPAND YOUR INTERNATIONAL BUSINESS**

More experienced exporters will find new market opportunities here.

■ **SOLVE A TRADE PROBLEM**

The international side explains a company’s rights under trade agreements and how to file a trade complaint; the domestic

side provides information about U.S. antidumping laws and how to file a case.

■ **FIND A PARTNER IN THE U.S.**

This targets foreign companies looking to import U.S. products.

AN EXAMPLE OF EXPORT.GOV AT WORK

By following this structure, users can locate in-depth market research, check trade leads, look into export-financing programs and peruse potential export opportunities with just a few clicks. Take a company that exports computer services, for example. They have just gone to a conference on opportunities in Eastern Europe and heard that Poland might be a good market for their services.

If they wanted to find out if this is true and gather some more details, they would go to Export.Gov and click on “Make Export Sales Happen”.

From there, they are given a series of options that range from “Where Should I Export?” to “How to Find

Trade Partners?” A lot of the sub-categories displayed on this page would probably be of use to this company, but since they first want to know whether Poland is even worth pursuing as a future market, they would click on “Where Should I Export?”

This takes them to an option to select “Market Research by Country or Region.”

After looking at the various types of reports organized by the user available on this page, the company would most likely select the “Country Commercial Guide” for Poland. Country Commercial Guides, which are accessible through Export.Gov, provide overviews for doing business in more than 120 countries with information on market conditions, best export prospects, financing, finding distributors, and legal and cultural issues.

Country Commercial Guides are also organized in topical sections. This company would select “Leading Sectors for U.S. Exports and Investments” in order to check



out how well computer services are doing in Poland. The company, by following this short path through Export.Gov, would soon find out that the market for computer services in Poland is \$530 million and expected to grow at an annual rate of 30 percent. It looks like this is a good match for this company.

So, now that the company has decided that they would like to explore Poland's market further, they need some help doing market research and finding trade leads. Going back to "Where Should I Export?" and clicking on "How Do I Find the Right Trade Partners?" takes the company to a number of programs and services designed to assist U.S. exporters to enter new markets, including "Electronic Matchmaking Programs", "Customized Assistance Finding Partners", and "Export Event Information".

This example illustrates how Export.Gov can help companies make new sales in overseas. But, as any new exporter knows, getting the first order is not always the hardest part. That is why Export.Gov pays particular attention to guiding its users to sources of help on all the stages of an export transaction, everything from finding financing to getting paid. And, it even provides its users with a guide to the export licensing process and to export documentation—no longer do users have to hunt down the right agency to comply with U.S. and foreign customs laws.

WHAT IS NEXT FOR EXPORT.GOV?

Starting in June 2001, Export.Gov will undergo a series of revisions to further improve its functionality and increase its accessibility to users. First, the intentions "Make



Export Sales Happen" and "Expand Your International Business" will be consolidated into one intention and will link to an improved market research section. Export.Gov will also add a new intention—"Finance Your Exports"—that will present users with a guide on export insurance, loans and loan guarantee programs offered by the Small Business Administration, the Export-Import Bank, the Overseas Private Insurance Corporation and the U.S. Trade and Development Agency.

The ability to perform targeted searches of all federal websites containing export information will be added initially through the Firstgov search engine. Future updates will allow an exporter to set up automatic search agents that customize the type of information seen on Export.Gov and to deliver it directly to users' desktops.

Export.Gov will also add an online survey, which will enable users to provide reactions as they navigate the site. Information gathered from this feedback will be used to modify and improve the organization and navigation of Export.Gov

to insure that it continues to be responsive to the needs of the U.S. exporting community.

In addition, plans are underway to incorporate the overseas matchmaking and trade lead functionality being developed by the U.S. Commercial Service in its BuyUSA project, as well as the Export Import Bank's and Small Business Administration's online working capital loan, export loan guarantee and insurance applications.

Finally, additional functionality, such as automated export documentation, online help, and other services are currently being considered as new additions, as Export.Gov continues to evolve as the single point of entry for the U.S. exporter into online Federal Government information. ■

For additional information on Export.Gov please contact Gordon Keller at Tel: (202) 482-2490 or Arrow Augerot at Tel: (202) 482-2967, or send email to ita_webmaster@ita.doc.gov.

WELCOME TO BUYUSA.COM

NEW E-MARKETPLACE OFFERS CLICKS, MORTAR AND PLENTY OF BUY

by Doug Barry and Joel Reynoso

E-Commerce Task Force, U.S. & Foreign Commercial Service

Can e-commerce help triple the one percent of all U.S. businesses that exported goods last year?

U.S. Commercial Service officials hope so and are banking on a new e-marketplace to introduce thousands of mainly small and mid-size companies during the next couple of years to 95 percent of the world's consumers.

BuyUSA.com, created by the Commercial Service and IBM, is the vehicle for linking businesses in the U.S. with qualified buyers and potential business partners around the world.

Launched last month, the site allows U.S.-based companies to find foreign buyers and distributors for their products. Similarly, businesses located outside the U.S. can view product catalogs and background information on U.S.

companies that have been pre-qualified by trade Commercial Service trade experts.

"CLICK AND MORTAR" TO THE RESCUE

But what makes BuyUSA.com a better bet to succeed than a whole pull down menu of favorite B2B marketplaces that haven't turned a profit, or have tanked during the recent dot com meltdown? One difference may be that BuyUSA.com has a large network of offices and people and the "bricks and mortar" side of the equation seems to be a major factor separating e-marketplace winners and losers. The "click and mortar" service offers physical access to local U.S. trade specialists who can assist buyers and sellers with issues such as regulatory compliance and credit screening—things that can tongue-tie most e-commerce 1-800 help desks.

Also, a marketplace whose managers know local market conditions and understand cultural nuances can prevent sellers from fumbling in unfamiliar places. For example, one U.S. company wanted to move into the Swedish e-commerce market with the domain name get-gift.com. Makes total sense in English, but literally means "go get poison for goats" in Swedish.



BuyUSA.com aims to provide access to new markets while dramatically reducing the costs and risks of entry. “This is a very sophisticated marketplace,” said Jerry Mitchell, acting director general of the U.S. Commercial Service. “Standing behind each business relationship and transaction is our worldwide network of 1,800 experienced professional trade specialists in 105 U.S. Export Assistance Centers and 157 offices co-located in U.S. Embassies and Missions in 84 countries worldwide. We can help build value-adding business relationships where none exist.”

IBM agreed to partner with a federal government agency in part because of this global network that matches its own in geographic coverage. But IBM also seemed to recognize that this is not an ordinary government organization.

“The U.S. Commercial Service is a very entrepreneurial government agency,” said Rusine Mitchell-Sinclair, general manager, managed e-business services, IBM Global Services. “Together we were able to rapidly develop and launch a marketplace that can help small and mid-sized businesses find new markets around the world. This project demonstrates how the public and private sectors can join forces to develop cost-effective technology solutions aimed at fostering economic development.”

GOING GLOBAL WITHOUT BETTING THE FARM

How cost-effective? Although prices are coming down and features going up, a business these days can easily spend up to a \$1 million for a higher-end transactional web site. In contrast, the BuyUSA.com basic annual membership is \$300 or \$725 for a catalog containing up to 500 product or service descriptions — and you

TIPS FOR SELECTING A MARKETPLACE

BUYERS SHOULD

- Look for the lowest prices and broadest selection
- Seek assurances of quality and reliability
- Check out a site’s financing and logistics services—they can make the difference between one marketplace and another

SELLERS SHOULD

- Compare the fees with those charged by other marketplaces and by traditional distributors
- Find out whether the site delivers enough traffic to warrant the fees; also ask how your brand will be represented online
- Is information, especially from catalogs, presented in an appealing way
- Is there technical support available and does it appear adequate
- Is purchasing easy
- Are there value added services such as financing, market information, and chat rooms
- Ask how the site is marketed to potential customers
- Beware of “channel conflict,” or whether your online presence messes up relationships with older, off-line customers
- Be prepared for the back-end hurdles of integrating inventory and purchasing systems with marketplaces (and ask what kinds of help the marketplace will provide in creating these integrations)

BUYERS AND SELLERS SHOULD

- Determine whether the marketplace lets you preserve existing relationships, for example by allowing you to identify a preferred buyer or seller
- Ask how the marketplace screens out fraudulent participants
- Check out the track record for system crashes and hackers, and ask about backups
- What are the procedures in the event of lost orders
- Does the marketplace offer news, expert advice or other value added services

can have a virtual presence with money left for a cup of coffee. In addition, the opportunities for high return on investment could be substantial, as the Commercial Service catered off-line to about 20,000 mostly small U.S. firms last year and facilitated sales worth more than \$21 billion.

Affordability was a major selling point for Liz Serrano of Philadelphia-based Hunt International a 100-year-old manufacturer of office supplies including Boston staplers and pencil sharpeners. After subscribing to BuyUSA.com before last month's rollout, Serrano is sharpening her pencil with hopes of some new business from abroad. "Using the BuyUSA.com catalog to target international customers at a low cost is the feature that most interested us," she explained. "We get limited inquiries through our existing web site from foreign businesses, but they are mostly end consumers or small stores."

What Serrano hopes to get from BuyUSA is more interest from potential distributors. She likes the fact that there's a U.S. Export Assistance Center in Philadelphia that will work hand in glove with her

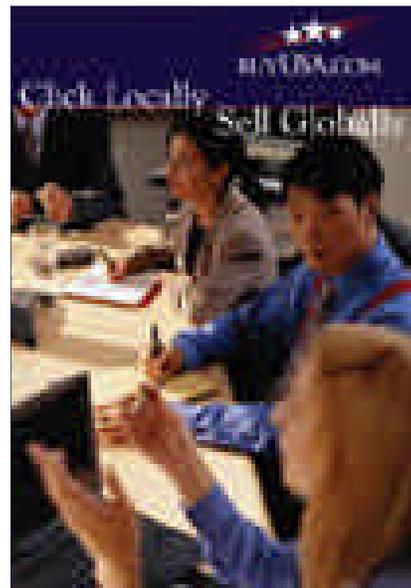
and BuyUSA.com to target the best markets and expand Hunt's business.

Another appeal of BuyUSA.com for businesspeople that have signed up for the service is that it comes as close as they've seen to a true one-stop shop. Elizabeth Austin, business development and marketing manager for Scandinavian Naturals, says the service seems "to bring together more pieces of the puzzle—buyers, sellers and trade opportunities."

Scandinavian Naturals, a manufacturer of nutritional supplements, skin care and other products for the natural healthcare market, currently exports to 30 countries. "There are a million different places to go" to look for distributors and agents, said Austin, "so simplifying my job and facilitating my exposure to foreign distributors and agents is very important."

TAKING THE FEAR OUT OF CLICKING

The Commercial Service spends a great deal of effort identifying qualified buyers in the markets where it has offices and knows the lay of the land. In the crazy quilt world of languages and business practices,



knowing who pays the bills on time and enjoys a good reputation for delivering the goods is invaluable—for buyers and sellers.

The trust factor was a particularly strong selling point for BuyUSA.com subscriber Robert Cogia, president of Lactona Corporation, a Pennsylvania-based manufacturer of oral hygiene products. "Frankly, I'm afraid when I get contacted out of the blue by a potential overseas customer," he said, "I need to expand my customer base, but I need to know who I'm dealing with."

When asked about seeking help from the U.S. Government, Cogia said he has absolutely no qualms. "Working with the Department of Commerce gives me confidence. It gives me a good feeling, and I know other small businesspeople who have never exported before but are ready to sign up for the same reason."

POINT, CLICK, AND SAMBA

Foreign buyers often mirror the concerns of U.S. businesses. Here's how BuyUSA.com works from the foreign buyer side. Say a Brazilian natural healthcare products distributor or retailer is looking for new

Photo courtesy of Pamela Plegier, Houston Export Assistance Center

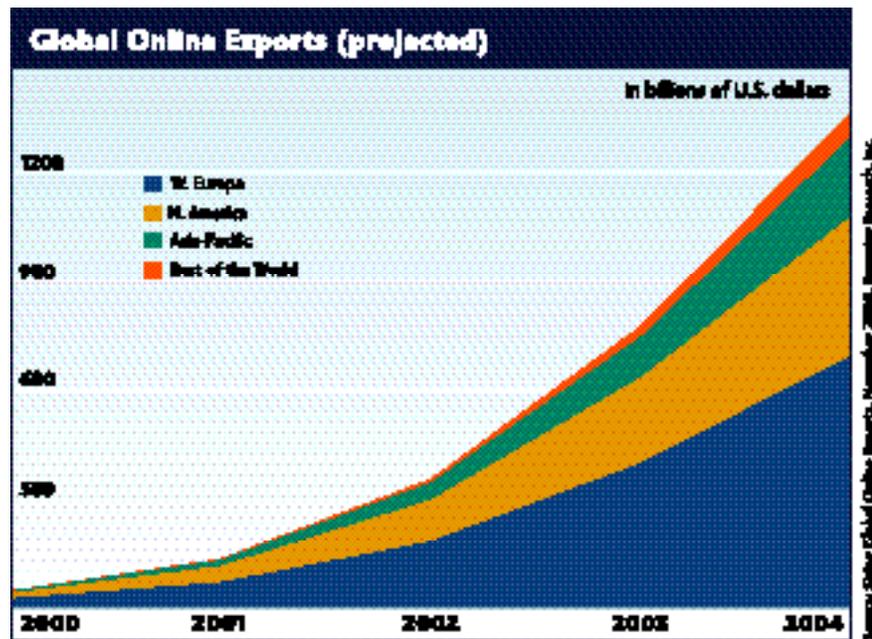


Uwe Jensen, President of Scanamfunds, Ltd, and a member of the Houston District Export Council looks over BuyUSA.com information during a recent E-business seminar.

products from the U.S. The Brazilian firm, who is known by the local Commercial Service office, can post a lead on the site. U.S. suppliers such as Scandinavian Naturals (which now doesn't have to worry about speaking fractured Portuguese) can contact the Brazilian directly online. If the Brazilian is unsure about the U.S. supplier, they can contact their local U.S. Commercial Service office, located in Sao Paulo, Rio de Janeiro, Brasilia and Belo Horizonte, to get more information about the supplier. These offices also provide access to local Commercial Service experts, business and industry information on all 50 states, assist in scheduling meetings with U.S. suppliers either face-to-face or via videoconference, online discussion forums and a calendar of U.S. trade events.

U.S. members get automated trade lead matching via e-mail alerts, online business opportunity postings, international market research on individual countries and industries and customized counseling that includes international channel development strategies to shipment logistics guidance. Future enhancement to the marketplace, which is expected later this year, will allow members to conduct the whole transaction entirely online with help from an array of logistics and financing partners.

BuyUSA.com uses the WebSphere Commerce Suite that allows subscribers to build their own catalogs and provides a web browser. A user logs on and employs the search engine to find a product, searching by key words or harmonized code. The user can also create a matching agent that keeps on searching after the session ends. If the match is found with the desired product, the buyer is alerted with an email. IBM created this feature using Net.Data to find matches and a Java program for the email application.



TRENDS ARE LOOKING UP

All this may sound impressive, but what are the future prospects for exports sold online and should small companies be spending time and money pursuing new business this way? Looking beyond the wreckage of inflated stock prices and failed e-business plans, the trends suggest that faith in this realm is not misplaced. Indeed, Forrester Research estimates that exports arranged online should top \$100 billion by the end of the year. And this figure should jump to \$350 billion in 2002, \$775 billion in 2003, and nearly \$1.4 trillion or 18 percent of total global trade in 2004.

One estimate has e-marketplaces grabbing \$408 billion, or 30 percent of online global exports, in 2004. U.S. exporters could do \$22 billion worth of business through e-marketplaces this year and up to \$210 billion in 2004. Other countries that will reportedly lead the way as major importers and exporters of goods via B2B marketplaces are, in order of estimated volume: Western Europe, led by Germany; NAFTA nations, led by Canada; and the Asia-Pacific region,

led by Japan (see June 2000 issue of *Export America* for an overview of the Japanese e-commerce market).

But buyers can come from any country that has access to the Internet, and as business owners like Lactona's Robert Coglia knows, it doesn't take many to make a big difference to the bottom line. "I know there will be distributors throughout interested in our products," he said, "we need help finding them and completing the sale."

Replies the Commercial Service's Jerry Mitchell, "we want BuyUSA.com to be a marketplace that saves both buyers and sellers time, money and worry. Our primary function is creating perfect matches. We've done it successfully for 20 years around the world, and now we're doing it online." ■

For more information on BuyUSA.com contact: Sylvia Burns Tel: (202) 482-3189 Email: Sylvia.Burns@mail.doc.gov or Sunny Kessel Tel: (414) 297-3473 Email: Sunny.Kessel@mail.doc.gov

UPCOMING TRADE EVENTS

JULY - DECEMBER 2001

DATES	EVENT	LOCATION
July 11-13	PAACE Automechanika PAACE Automechanika is an annual event where the Office of Automotive Affairs and CS-Mexico City distributes information on ITA services and collects trade leads for U.S. automotive parts and accessories companies from among event visitors.	Mexico City, Mexico
July 21-24	ISPO- Summer 2001 Exhibitors from over 40 countries present their range of products focusing on both summer and non-seasonal sports. Such products include sportswear, sports shoes, outdoor fashion, bathing and beachwear and fitness, tennis, squash, table tennis and badminton equipment.	Munich, Germany
July 31-August 9	IT and E-commerce Trade Mission to SE Asia The mission's goal is to gain first-hand market information and provide access to key government officials and potential business partners for U.S. Internet, e-commerce, and wireless technologies firms desiring to establish and expand their presence in the Vietnamese, Philippine, and Malaysian markets. The mission will also generate a large amount of publicity and market exposure for participating companies through press conferences and pre-trip publicity.	Philippines, Vietnam, Malaysia
August 19-21	Australasian Gaming Expo Australasian Gaming Expo is an annual trade exhibition for suppliers to the gaming, hotel, hospitality, amusement and entertainment industries.	Sydney, Australia
September 5-8	U.S. Pavilion at Asiafood Expo 2001 Asiafood Expo 2001 is the largest trade show for the food industry in the Philippines. Over 619 local and foreign exhibitors participated in the 2000 show which attracted 18,000 business people.	Manila, Philippines
September 9-12	Decosit Decosit is the major international trade show for upholstery textiles. Over 50 U.S. companies exhibit at this event, which attracts over 12,000 visitors from over 100 countries. At Decosit '99 the 10 American companies on the U.S. pavilion reported \$27.8 million in one year projected sales.	Brussels, Belgium
September 18-20	Elenex/Automate 2001 Elenex/Automate 2001 is the most prestigious trade event for the process control, automation, robotics and electronics for the manufacturing sectors.	Sydney, Australia
September 21-24	Cosmoprof Cosmetica 2001 Cosmoprof Cosmetica 2001 is the largest trade show in Latin America for cosmetics, toiletries and personal care products and second largest in the world. Last year's event attracted 78,000 visitors and had 500 exhibitors. This is the seventh year that the U.S. has had a pavilion at the show.	Sao Paulo, Brazil
September 26-27	Food Safety: HACCP and Beyond Thailand is stepping up production of high quality food products for export to developed country markets, creating new sales opportunities for American suppliers to Thailand of analytical and testing instrumentation. Such equipment is needed by Thai food producers to meet requirements of importing countries. U.S. firms are invited to participate in a special exhibition aimed at highlighting their products and services to Thai distributors and end users.	Bangkok, Thailand
October 1-5	Equipment Leasing Association Mission to Central Europe The Equipment Leasing Association is co-sponsoring a delegation of top executives from U.S. companies considering Central Europe as a market. The goal is to introduce American companies to these growing leasing markets and assess future business opportunities.	Poland, Hungary, Czech Republic
October 3-8	Expovivienda This is the 6th version of this international trade show of materials, machinery and services for the construction industry. It is targeted to attract architects, engineers, decorators, designers and other professionals of the construction sector. The last edition of this show took place in August 2000, with more than 170 exhibiting enterprises and more than 99,000 visitors.	Lima, Peru

HIGHLIGHTED EVENTS

THE AMERICAN TRAVEL MARKETPLACE

**JULY 5-8, 2001
CALGARY, CANADA**

This premier event promises to provide American travel industry executives with an outstanding opportunity to promote their states, cities, and travel destinations. Held during the North American Horse Jumping Tournament at the world-famous Spruce Meadows Ranch in Calgary, Alberta, this event offers a guaranteed affluent consumer audience of over 90,000. At the Travel Marketplace, the Commercial Service Calgary will host a gala evening for western Canadian travel industry executives to showcase US participants. The cost for participation in The American Travel Marketplace is US\$1,000. Please contact Sharon Atkins at the U.S. Consulate in Calgary. Tel: (403) 265-2116, or E-mail: Sharon.Atkins@mail.doc.gov.

EQUIFAIR 2001

**SEPTEMBER 5-8, 2001
CALGARY, CANADA**

Equifair is Canada's largest trade fair dedicated to the horse. Presented in conjunction with the Spruce Meadows' Master Horse Jumping Tournament, which attracted over 170,000 visitors last year, this show provides an ideal setting for companies to enter the Canadian and international markets. The Commercial Service Calgary offers matchmaking appointments, networking receptions, and logistical assistance. The cost for participation in this event is US\$1,250. Companies providing products and services to the equine sector, including veterinary, tack, artwork, stable goods, feed supplements, trailers, horse-care products, and apparel, should contact Sharon Atkins at the US Consulate in Calgary. Tel: (403) 265-2116, or E-mail: Sharon.Atkins@mail.doc.gov.

U.S. PAVILION AND PRODUCT LITERATURE CENTER

**OCTOBER 30 TO NOVEMBER 1, 2001
FRANKFURT, GERMANY**

For new-to-market companies, the U.S. Commercial Service's Product Literature Centers at major trade shows generate sales leads in a low-cost, time-efficient manner. American manufacturers of software for financial services companies can partner with CS Frankfurt at Europe's largest banking technology show either by exhibiting in the U.S. Pavilion or by displaying their product literature at the U.S. Commercial Service pavilion where qualified leads will be collected on their behalf. Please visit the web site of the American Mission at: www.usembassy.de/uscs/ebt.htm for extensive information on last year's show.

The up-coming show takes place during European Finance Week with a number of conferences and workshops, which attract executive attendance from banks and financial institutions around

INDUSTRY	CONTACT INFORMATION
Automotive Parts and Service Equipment	Jeffrey Dutton Tel: (202) 482-0671 Email: Jeffrey_Dutton@ita.doc.gov
Sporting Goods	Ludene Capone Tel: (202) 482-2087 Email: Ludene_Capone@ita.doc.gov
E-commerce and IT	Tu-Trang Phan Tel: (202) 482-0480 Email: Tu-Trang_Phan@ita.doc.gov
Hotel/Restaurant Equipment	Monique Ross Tel: (61 2) 9373-9210 Email: Monique.Ross@mail.doc.gov
Food Processing and Packaging Equipment	Tim Gilman Tel: (202) 219-4276 Email: Tim.Gilman@mail.doc.gov
Textile Fabrics	Lawrence Brill Tel: (202) 482-1856 Email: Lawrence_Brill@ita.doc.gov
Process Controls-Industrial	Noela Cain Tel: (61 3) 9526-5924 Email: Noela.Cain@mail.doc.gov
Cosmetics & Toiletries	Edward Kimmel Tel: (202) 482-3640 Email: Edward_Kimmel@ita.doc.gov
Analytical and Testing Instrumentation	David Gossack Tel: (662) 205-5275 Email: David.Gossack@mail.doc.gov
Leasing Services	Rachel Turner Tel: (202) 482-0351 Email: Rachel_Turner@ita.doc.gov
Construction Equipment and Services	Thomas Kohler Tel: (51 1) 434-3040 Email: Thomas.Kohler@mail.doc.gov

DATES	EVENT	LOCATION
October 7-9	Golf Europe 2001 The U.S. Department of Commerce in conjunction with the American Consulate in Munich will sponsor a U.S. product sample/literature center at Golf Europe. Major product categories are of all kinds of golf equipment, apparel, accessories and other golf-related products. U.S. golf equipment companies interested in gaining valuable exposure in Europe will not want to miss this opportunity.	Munich, Germany
October 17-21	SAIE Trade Fair The SAIE International Building Exhibition is the largest building fair in Italy and one of the top three fairs in Europe, with 1,900 exhibitors and 173,500 visitors. Investment in the Italian construction industry totaled nearly \$89 billion in 2000.	Bologna, Italy
October 10-15	Frankfurt Book Fair 2001 Over 300,000 prospective distributors, buyers, and rights licensees from all over Europe and the world descend on Frankfurt every year to participate in the Frankfurt Book Fair, the largest and most important trade show in the industry. With Europe already purchasing 1/4 of all U.S. books sold overseas (\$440 mill in 2000).	Frankfurt, Germany
November 6-9	Building Shanghai 2001 Building Shanghai 2001 is one of the largest annual trade events for the construction industry in China. The National Association of Home Builders (NAHB) will be hosting a conference that is co-located with the trade event providing unparalleled benefits to international participants.	Shanghai, China
November 14-17	EnviroShiga ' 2001 The Commercial Service, Osaka will organize the USA Pavilion in the International Environmental Business Exhibition, which is sponsored by the Shiga Prefectural Government. This show presents U.S. companies with the best opportunity to expand their business and introduce their products into Japan's central region which includes Osaka, Kyoto and Nagoya. Last year's show attracted over 45,000 visitors and 200 exhibitors.	Nagahama, Shiga, Japan
November 15-17	Manitoba Mining and Minerals Convention The U.S. Commercial Service in Calgary has a unique opportunity for American companies to meet with Canadian firms involved in mineral exploration and mining services. The MMMC, in its 33rd year, attracts a wide range of exhibitors in the industry, including manufacturers of geophysical equipment; providers of analytical, consulting, financial, and mapping services; drilling companies; aircraft companies; software and evaluation package developers; telecommunications firms; and transportation and exploration companies.	Winnipeg, Canada
November 17-20	Golf Europe 2001 The U.S. Department of Commerce in conjunction with the American Consulate in Munich will sponsor a U.S. product sample/literature center at Golf Europe. Major product categories are of all kinds of golf equipment, apparel, accessories and other golf-related products. U.S. golf equipment companies interested in gaining valuable exposure in Europe will not want to miss this opportunity.	Munich, Germany
November 17-20	IAAPA 2001 (Amusement Parks Convention) IAAPA-Annual Convention and Trade show is the world's largest convention and trade show for everyone in the business of fun-amusement parks and attractions, family entertainment centers, themed entertainment, water-parks, zoos and aquariums and the manufacturers and suppliers who serve them. More than 1,200 exhibitors bring their exciting products from around the globe to the event.	Orlando, Florida
November 29-30 & December 1	USA Pavilion at JATA 2001 Travel Mart Japan is the largest inbound travel market for the U.S. travel-related businesses, worth close to \$13 billion each year in U.S. sales. The Commercial Service, Tokyo is organizing the USA Pavilion at JATA 2001 Travel Mart, which is the largest travel trade show in Asia.	Tokyo, Japan
December 3-5	International Tourism and Infrastructure Conference The goal of this conference is to introduce and network participating U.S. companies with business and government decision makers from countries in Europe and the surrounding regions. This event is particularly valuable because it allows U.S. companies to present foreign tourism project sponsors and governments with a spectrum of products and services aimed at meeting the needs of tourism related infrastructure projects.	Athens, Greece

INDUSTRY**CONTACT INFORMATION**

Sporting equipment
Ludene Capone
Tel: (202) 482-2087
Email: Ludene_Capone@ita.doc.gov

Building Products & Construction Equipment
Gail Snyder
Tel: (203) 362-5155
Email: Gail.Snyder@mail.doc.gov

Books
Nate Herman
Tel: (202) 482-4034
Email: Nate_Herman@ita.doc.gov

Architectural, Construction and Engineering Services
Patrick Smeller
Tel: (202) 482-0133
Email: Patrick_Smeller@ita.doc.gov

Environmental Products
Chikako Akai
Tel: (816) 6315-5960
Email: Chikako.Akai@mail.doc.gov

Mining Industry
Sandy Davidson
Tel: (403) 265-2116
Email: Sandy.Davidson@mail.doc.gov

Sporting equipment
Ludene Capone
Tel: (202) 482-2087
Email: Ludene_Capone@ita.doc.gov

Travel/Tourism Services
Mariea Leal
Tel: (55 21) 292-7117
Email: Maria.Leal@mail.doc.gov

Travel/Tourism Services
Tamami Imai
Tel: (813) 3224-5876
Email: Tamami.Imai@mail.doc.gov

Tourism Infrastructure
Amy Zona
Tel: (202) 482-3190
Email: Amy.Zona@mail.doc.gov

Europe. Frankfurt is seen by many experts as the continent's finance capital and is the logical site for a specialized show such as the E.B.T. The areas covered by the Fair include banking hardware and software, chip card technology, self-service automation, internet banking, home banking, telephone banking, mobile banking, electronic commerce, cash dispensers, video conference systems, furnishings, outfitting, funds transfer, risk management software, electronic financial services, security systems, profit oriented bank management, security networks, integration of IT, market information systems, sales management and data conversion tools.

For details on how to exhibit, please contact at the American Consulate General in Frankfurt: Peter.Alois@mail.doc.gov or Elizabeth.Powell@mail.doc.gov.

JAPAN HOME SHOW 2001

**OCTOBER 30-NOVEMBER 2, 2001
TOKYO, JAPAN**

The Japan Home Show is the major annual trade fair in the Japanese residential building products industry. The Japanese residential building materials market for such products as doors, windows, moldings, cabinets and the like is a multi-billion dollar market with plenty of potential for aggressive, patient U.S. exporters of high quality, cost-saving goods and services. The multi-dwelling and condominium markets are strong segments in an imported building materials market that grew at a rate of over ten percent last year. The Commercial Service, Osaka will be mounting a U.S. Pavilion with some thirty companies for the fifth straight year.

Contact:
Kazuhsa Takabatake
Tel: (816) 6315-5955
Email: Kazuhsa.Takabatake@mail.doc.gov

ENVIRONMENT JAPAN 2001 AND WASTEC

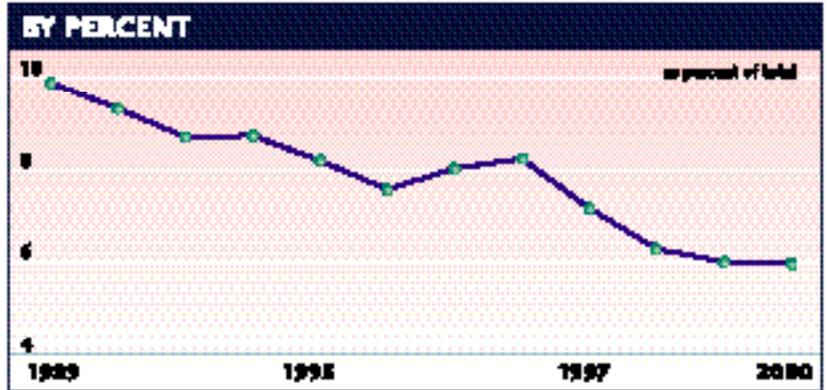
**NOVEMBER 27-30, 2001
TOKYO, JAPAN**

Japan's environmental market is large and growing fast. The market is expected to reach \$360 billion by 2010. Environmental regulations are getting stricter than ever, yet existing solutions in Japan are not sufficient enough to cope with various environmental problems. This growing market is constantly seeking innovative and experienced overseas suppliers to fill its vast need. As one of Japanese government's export-to-Japan facilitation efforts, JETRO invites environmental companies looking to enter and/or expand their business in Japan to Environment Japan 2001.

Contact:
George Litman
Tel: (202) 482-0560
Email: George_Litman@ita.doc.gov

DATA PRESENTED BY YEAR

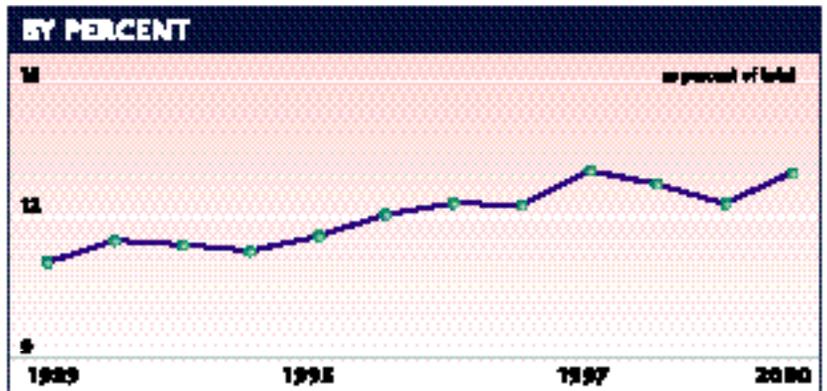
FOOD AND ENERGY

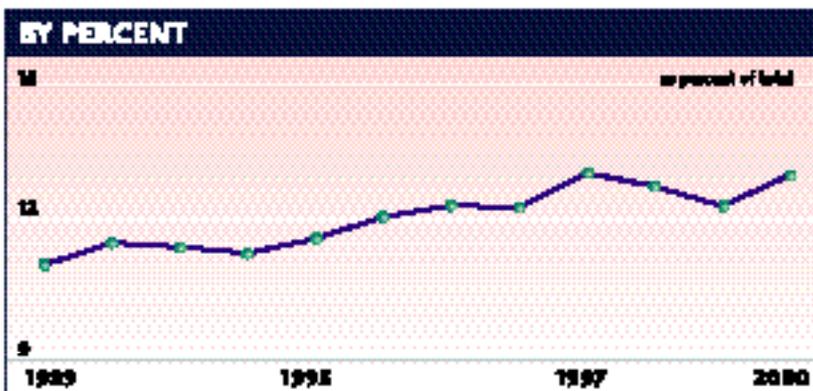


MATERIALS

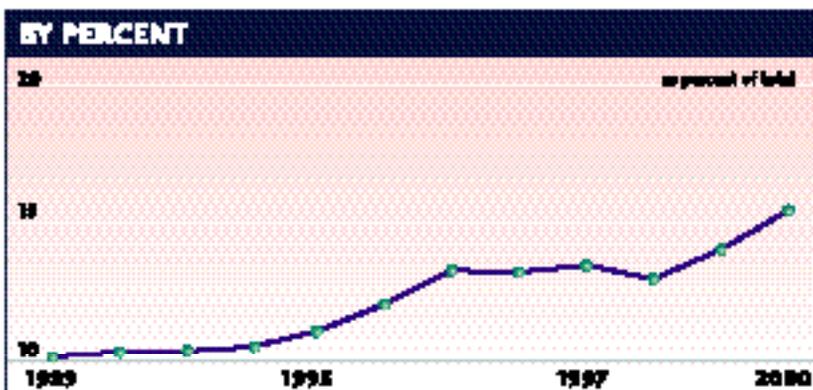
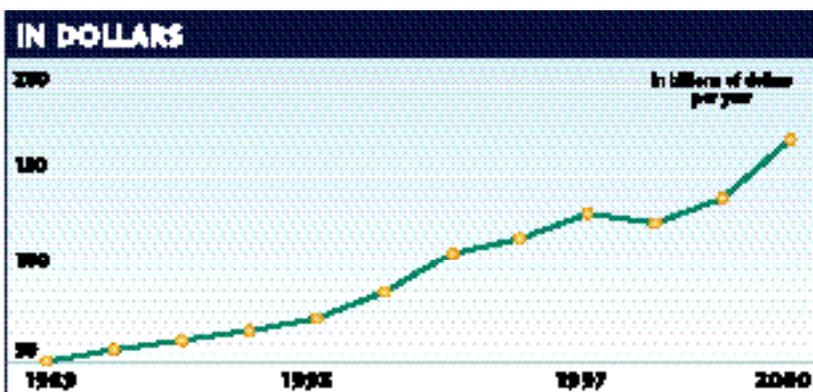
Export America is revamping the presentation of U.S. export data here in the Insider's Corner section of the magazine.

The monthly tracking of eight major export categories, which has been appearing every month, will still be shown about four times a year. In the other issues, we will be bringing you added detail and different perspectives in the measurement of U.S. exports. For example, this issue presents data spanning twelve years (rather than the usual three) and shows trends in both aggregate (dollar-value) and composition (percentage) terms.





MACHINERY

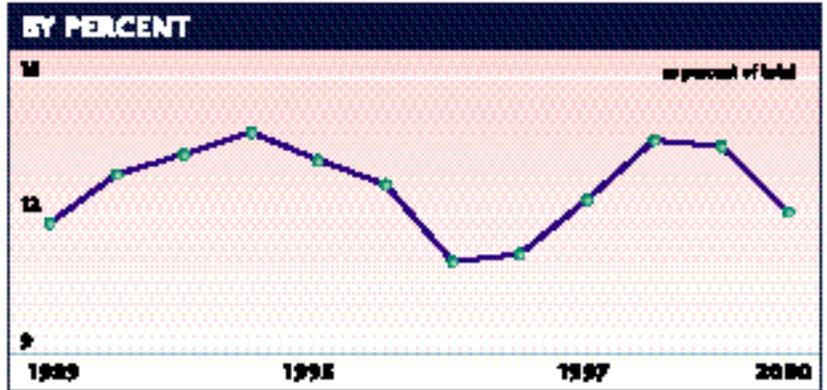


ELECTRONICS & INSTRUMENTS

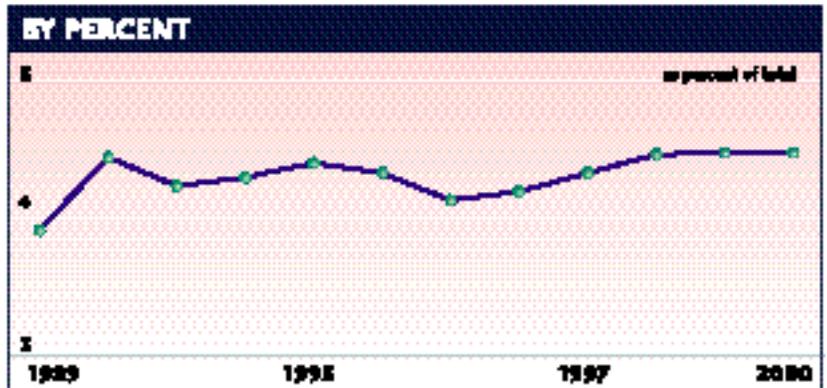
We are also introducing other refinements, some of which will only be apparent in later issues. All dollar values will be expressed as annual rates, to facilitate comparisons. Monthly data series will be smoothed by means of three-month moving averages. The services component, which up until now had included U.S. Government transactions, is limited to commercial (private) services; while this narrows the coverage slightly, the focus on commercial services is more relevant from a business perspective and also allows us to present additional detail and to better align the presentation with that for goods exports.

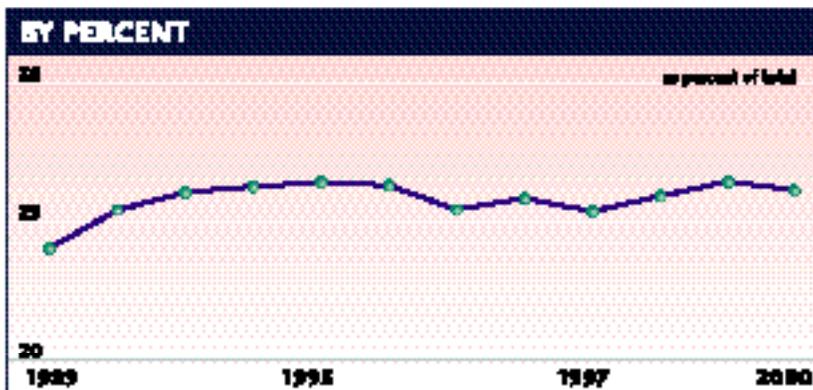
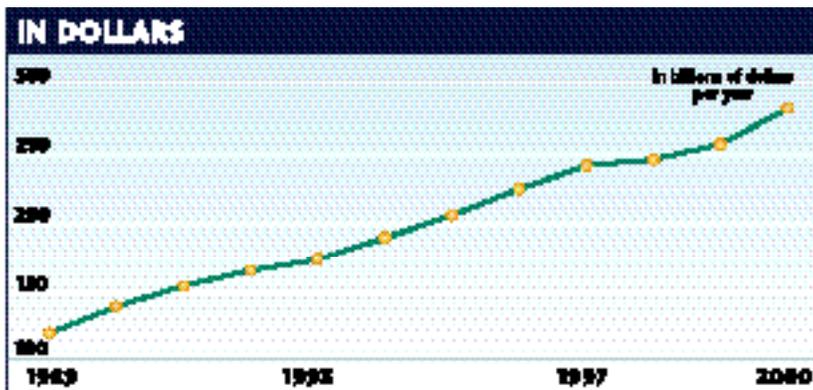
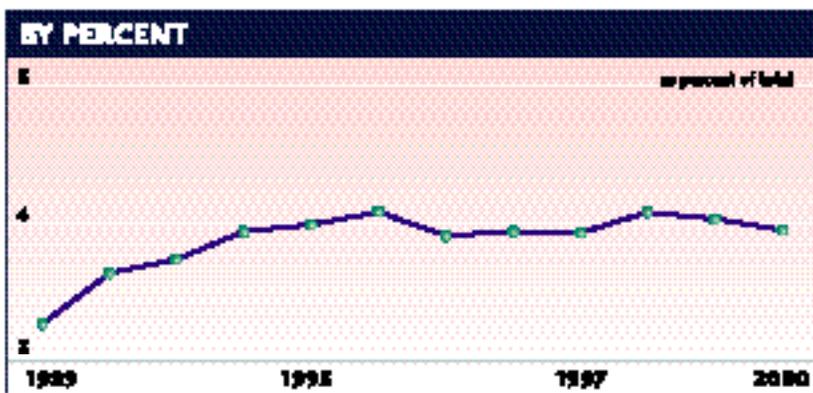
DATA PRESENTED BY YEAR

TRANSPORTATION EQUIPMENT (CIVILIAN)



CONSUMER DURABLES





CONSUMER NONDURABLES

COMMERCIAL SERVICES

Product categories (except for services) are based on end-use classification.

Source: Bureau of the Census (goods), Bureau of Economic Analysis (services).

Additional information is available from the International Trade Administration (www.ita.doc.gov/tradestats/),

the Bureau of the Census (www.census.gov/foreign-trade/www/) and the Bureau of Economic Analysis (www.bea.doc.gov/bea/).

■ GREAT INTERNET SEARCH TOOLS

by Ryan Kanne,

Minneapolis Export Assistance Center, U.S. & Foreign Commercial Service

Are you using the Internet for market research?

Are you looking for an inexpensive way to gather market research? Are you trying to cut the time and cost of gathering market research? Most companies are using the Internet for some type of research. The purpose of this article is to make individuals better understand the Internet terminology used to search the Internet, make them more efficient in their Internet searches (no cost), and provide Internet tools that can be of assistance in finding information. Hopefully these resources will save you time, money and also aid your company in its international decision making process.

TIME SAVING SEARCH ENGINES

WWW.COPERNIC.COM

This is a software program that you must download onto your computer to use the search tools. Copernic 2001 Basic is a FREE software download. The Copernic software simultaneously queries several Internet search engines, which are grouped in several categories: "The Web" (plus one optional language or country-based category from a list of 15 available categories), "Newsgroups," and "E-mail Addresses" to name a few. The software allows you to store your previous searches, highlights the keywords in the web pages presented, and updates the search software on start-up.

Additional search engines: Altavista, Excite, Fast Search, FindWhat, HotBot, Lycos, MSN Web Search, open Directory Project, WebCrawler, Yahoo!

With the Copernic 2001 Basic, you can choose one additional search category.

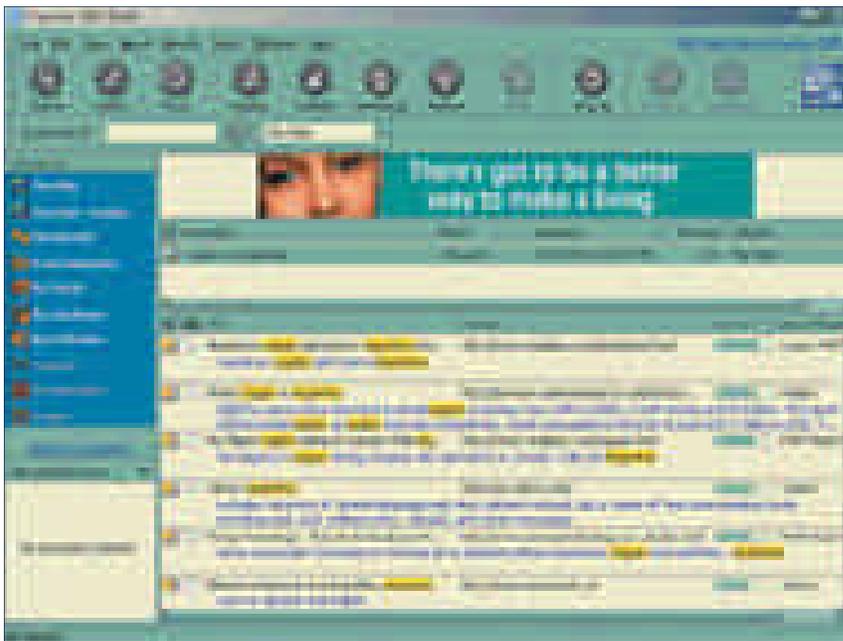
Additional language or country based category options:

The Web in French, The Web in German, The Web in Italian, The Web in Spanish, The Web — Australia, The Web — Canada, The Web — UK, The Web — Portugal, The Web — Belgium, The Web — Brazil, The Web — India, The Web — Netherlands, The Web — Poland, The Web — Sweden, The Web — Switzerland

There are a couple of other versions of Copernic (Pro and Plus) that you can purchase at www.copernic.com for additional search features.

WWW.DOGPILE.COM

Dogpile searches several search engines simultaneously. Dogpile displays the results of 4 search engines at a time, and lists up to 10 websites for each search engine query. Dogpile shows which search engine lists the web site. You will need to click "Next" to continue reviewing the other search engines' results. After you have submitted your search request, on the first page you will see a shaded area titled, "Are you looking for:" which suggests other keyword possibilities that you can use to search Dogpile.



websites Dogpile searches:

AltaVista, Bay9, Direct Hit, Dogpile Web Catalog, FindWhat, Google, GoTo.com, InfoSeek, Kanoodle, LookSmart, Lycos, Open Directory, RealNames, Sprinks by About, Yahoo!

WWW.GOOGLE.COM

Google uses a program that matches your query to text within a website and returns information relevant to your search. Google also looks at the pages that are linked to the website, and gives priority to sites that have query words that appear near each other. Google searches are NOT case sensitive. If you type more than one word in your query, Google will only return sites that contain all of your query words. This site does not support wildcards (*). This site searches for information on the Internet in 26 different languages.

WWW.INFOZOID.COM

This is a Metasearch engine that has several different types of search tools, but uses “Web Search” as the primary tool. Infozoid has the ability to search all sites listed, or check specific sites you want to search. It also has several ways to display your query results:

1. By title and/or summary,
2. List results by search engine or mixed together by relevance
3. Decide how many results listed per page

In performing your keyword search, the default is “Native,” which means the operators such as “*” and “+” can be used if the search engine accepts these terms. The results are based on the relevance to the search engines searched by Infozoid, and Infozoid's ranking system.

websites Infozoid searches:

AllTheWeb, AltaVista, AOL, Direct Hit, Excite, Hotbot, Infoseek, Looksmart, Lycos, MSN, NBCi, Thunderstone, TopClick, WebCrawler, Yahoo!

Infozoid can perform searches in French, German, Italian, and Spanish. Choosing

SEARCH VOCABULARY

You can narrow your search quickly if you use certain terminology that is recognized by most Web search engines. Here are some of the common terms:

Quotes

Placing words within quotation marks (“ ”) creates a phrase; it returns a match only when the engine finds the exact word sequence. Example: “minnesota trade office”

Asterisk

An asterisk (*) is also known as a wild card; it must be placed on the right-hand side of a word or embedded within a word (attached to the word). Normally sites require at least three characters to the left. Use an asterisk to find various spellings or related words. Example: export* would return matches of export, exports, exporter, and exporting.

AND operator

Search results must contain all words joined by the AND statement. Example: commercial AND service.

AND NOT operator

Search results cannot contain the word that follows the AND NOT statement. Example: software AND NOT integrator will find sites about software itself but eliminate sites about software integrator.

OR operator

Search results must contain at least one of the words joined by the OR statement. Example: distributor OR agent lists sites that contain either word.

Plus

Adding a plus sign (+) directly in front of a word requires that the word be included in all search results. The (+) goes between two words in a multiple word search. Example: export +assistance

Minus

Adding a minus sign (-) directly in front of a word indicates that the word should not be found in search results. Example: commerce -chamber

Parentheses

Use parentheses to build complex search queries that incorporate other special words and characters. Example: NAFTA AND (Canada OR Mexico) lists sites about either country pertaining to NAFTA.

Capitalization

Searches typed in all lowercase letters will match for either uppercase or lowercase letters. Uppercase letters in a search word will match only to uppercase letters. Generally it is better to use lowercase letters in your search phrases. Example: minneapolis will match minneapolis, Minneapolis, minnEApolis, and so on; Minneapolis will match only Minneapolis.

Advanced Searches or Search within a Search

Start with a broad search and then click on “Advanced Search” or “Search within results.” This allows a broad search to be narrowed. Example: export assistance then advanced search, Miami.

INTERNET SEARCH TIPS AND TRICKS

Check “Help” or “Search Tips”

Most search engines have a “Help” button within their site that offers tips and tricks on how to best do searches on their search engine site. Take advantage of the information they provide to help speed up your searches. The “Help” section tells what terminology is accepted, such as wildcards (*).

Select search words

Think or write down a list of possible word combinations before you start your search. You may need to try several variations to narrow the search to exactly what you’re looking for. Think like a detective. Avoid using common words such as, “of,” “a,” and “it.”

Check your spelling

Spelling and capitalization can make a difference in your search. Be sure everything is correct before you start your search

Word focus

Make your searches as specific as possible. If you are looking for distributors of paint supplies, do a search on “paint contractors,” for example, not “paint supplies” or “distributors.” Note: Word selection will be influenced by the website you are using.

Advance Search

Many websites provide an “Advance Search” field, or this could be under “Help”. This field can help narrow your search. This option explains the further qualifications that are allowed in order to search categories, parts of a web site, and a word phrase.

Search within a search

Start with a broad search and then click on “Search within results.” Some websites have this feature to be able to search within the results of your original word search.

Timing

Try off-peak hours. As with anything on the Web, the speed of your searches depends in part on how many other people are using the search tool at the same time. It also depends on the speed and reliability of your connection.

Save searches

If you want to save a search on your computer that you will want to come back to at a later date, use the FILE then SAVE function in the Internet program you are using (Microsoft Explorer or Netscape). This is the same as working offline. Some search engines have the feature, which allows you to save your searches in their program or on the Internet. Note: This is NOT clicking on favorites and adding the site to your favorite list.

a different language will change the search engines queried.

WWW.MAMMA.COM

This site is similar to other metasearch tools. Best option is to use the “Power Search.” This site accepts the Boolean operators—Phrase, And, Or—to help narrow your search and includes a filter option.

websites Mamma searches:

Askjeeves, FindWhat, Go To, InfoSeek, Lycos, MSN, NBCi, Yahoo!

WWW.METACRAWLER.COM

A metasearch tool that queries several search engines simultaneously to find the most relevant information. This site can search different categories such as domain name, directories, and newsgroups. When you type in a word query, your choices are: find “all” words, “any” words or a word “phrase.” To take advantage of the sites capabilities, click on the “Power Search” option. “Power Search” permits the selection of search engines used, how to view the results, domain/origin area (i.e. Australia), how much time to wait for the results, number of results per source, and number of results per page. MetaCrawler also allows

you to perform a search by country.

websites MetaCrawler searches:

AltaVista, DirectHit, Excite, FindWhat, Google, GoTo, Infoseek, Looksmart, Lycos, Metacatalog, WebCrawler

WWW.METOR.COM

Metor has three general search categories to choose from — “Search Engines,” “Directories,” and “Reviewed Sites.” This site has the ability to choose more specific categories such as “Business and Finance.” Metor is another site that submits information simultaneously to several search engines and directories to find the most relevant information. This search tool has created specific search categories to assist people with their query. You will need to specify how much time Metor spends gathering information from other sites. Once the information is returned, the bottom of the first page will have “Check”, “Analyze” and “Browse” to further focus and review your search.

websites Metor searches:

AltaVista, Euroseek Excite FAST SEARCH, Google, Hotbot, Infoseek, Lycos, North Light, WebCrawler. ■



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